

LIFE

NEW RADIANCE FOR AMERICAN CHURCHES

THE MODERN RENAISSANCE OF STAINED-GLASS ART

A GARDEN OF SHRUBS TO PLANT NOW



**GRACE KELLY,
WINNER OF THE
ACADEMY AWARD**

20 CENTS

APRIL 11, 1955

NEW! A WORLD OF FULL VISIBILITY! NEW! TREMENDOUS ADDED POWER!

Advanced '55 Studebaker

NEW! AMERICA'S SMARTEST TWO-TONING! AND NO INCREASE IN PRICES!



**Try the Studebaker "Miracle Ride"—
now finer than ever!**

You round curves and take sharp turns with sure-footed steadiness—and thanks to Studebaker's superb suspension and balance, you travel all day without any fatigue.



**Studebaker is the car with the
marvelous Hill Holder!**

It prevents roll back at upgrade stops. Standard on conventional transmission Presidents and Commanders—extra cost on Champions.

Here it is—to start you on your spring driving with a real flourish... the advanced '55 Studebaker!

This is a more-exciting-than-ever Studebaker—speedlined new sweeps of two-tone color—new expanses of glass that increase visibility enormously!

But the big thrill of this advanced Studebaker is its blazing, road-commanding super power—delivered by the greatest Studebaker V-8 engines ever



You flash by the filling stations for miles!

Studebaker's famous gas economy is increased still more with the most time-tested overdrive in any American car. It cuts in automatically at moderate cruising speed—reduces engine effort—conserves your gasoline amazingly.

built... the sensational new Passmaster... the breath-taking new Bearcat!

Unchanged are Studebaker's low-level competitive prices. Options, like overdrive, are extra cost. See it—the advanced '55 Studebaker... so much better made... worth more when you trade!



America's safest, surest stopping-power!

Studebaker's big, self-energizing, self-centering brakes respond with authority every time. Swift, smooth stops without swerving or grabbing! The brake linings are exceptionally large.



Studebaker steering works like a charm!

That's because you have the superbly balanced control assured by Studebaker's unique center-point steering design and symmetrical linkage! Quick response and minimum turning effort!

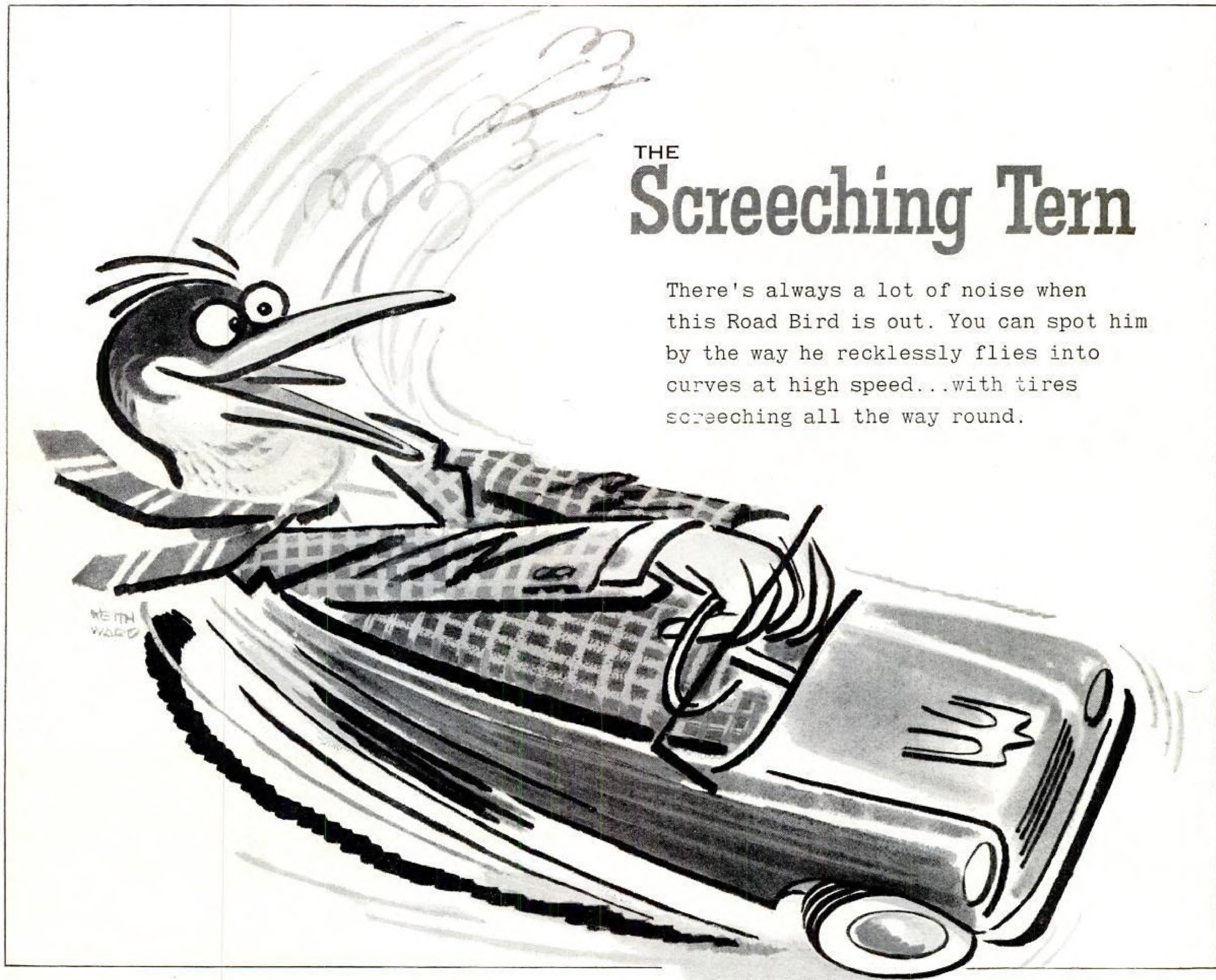
*See Studebaker-Packard's TV Reader's Digest
—a weekly feature on ABC television network.*



STUDEBAKER DIVISION OF THE STUDEBAKER-PACKARD CORPORATION...
ONE OF FOUR MAJOR FULL-LINE PRODUCERS OF CARS AND TRUCKS

THE Screeching Tern

There's always a lot of noise when this Road Bird is out. You can spot him by the way he recklessly flies into curves at high speed...with tires screeching all the way round.



THE Smart Bird

knows a curve sign really means "Slow Down!" And that screaming tires warn that he hasn't full control of his car.

The Smart Bird also does himself a good turn when it comes to buying gasoline. He always stops at the premium pump. That way he gets higher-octane gasoline for top mileage, performance and engine protection.



It's smart to use
premium gasoline



ETHYL
CORPORATION

Optimism on polio

Salk vaccine, stockpiled by the ton as U.S. parents and doctors wait optimistically for the report on last year's mass inoculations.



POLIO VACCINE

New religion or old heresy

An authority's examination of the U.S. religious boom, especially its "cult of reassurance" which plays down important Christian doctrines.



SIGN OF TIMES

Oscar winners' switch

The uncharacteristic behavior of ex-badboy Marlon Brando and LIFE's cover girl, patrician Grace Kelly, on receiving Hollywood's top honors.



GRACE ON COVER

Municipal nightmare

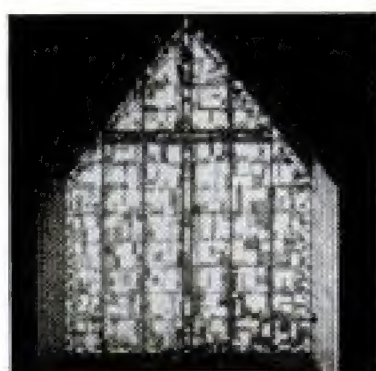
A penetrating look at the teeming slums of Chicago—and that city's attempts to fight a pressing problem now confronting many cities.



HAPPY CHICAGOANS

Churches revive a lost art

A new radiance this year for many Easter worshipers in the U.S. as modern designers enliven the ancient craft of stained-glass windows.



CHURCH WINDOW

Time to plant spring shrubs

Of the hundreds of flowering bushes available to U.S. gardeners LIFE's presentation in color: 12 of the best ones to put in right now.



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"IT'S MY FAVORITE BARGAIN"

"A bargain," says the dictionary, "is an advantageous purchase."

Telephone service is like that.

Advantageous to you because it saves time, steps and trouble. Runs errands.
Helps with the shopping. Stands guard over your home.
Keeps you in close touch with relatives and friends.

And does all of this as a real bargain should—at low cost. Pennies buy wings
when you reach for the telephone.

BELL TELEPHONE SYSTEM

LOCAL to serve the community. NATIONWIDE to serve the nation.



This One



8CAG-BRS-SJ8U

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Why do new diets allow for between-meal snacks?

The mid-morning or afternoon energy-refreshing soft drink or nibble can actually be a real aid in reducing

It helps to keep hunger down because it raises your blood sugar level

That makes it easier to keep from overeating at the next mealtime—you are satisfied on single, smaller portions.



New scientific studies show why a realistic use of foods and beverages containing sugar can help you diet with less hunger, less fatigue—keeps diets from being boring

Whether you want to slim down or stay slim you'll be glad to know that science has given its OK to foods and beverages that contain sugar.

One of the reasons is that sugar has fewer calories than most people think—only 18 calories to a level teaspoonful. And even a slim young model needs at least 2,000 calories a day to keep the weight she wants.

Another reason, based on latest nutritional research findings, is even more important.

When you include sugar (or foods and beverages that contain sugar) in a well-planned diet, you actually take advantage of the healthy body's system of appetite control.

Part of the foods you eat must be turned into sugar before they can be used as energy. As you *use up* energy the blood sugar level drops. When it falls below a certain point the brain centers which regulate appetite are activated. You get hungry.

As soon as the blood sugar rises above this level, the appetite is turned off. You feel satisfied. You are no longer hungry—even

though your stomach may be far from full.

Since it raises your blood sugar level faster than any other food, a little sugar can be a big help in holding down your appetite—and your waistline.

Helps Prevent Overeating

That's why a nibble of something sweet between meals, such as a beverage or a food containing sugar, is often included in the newer reducing diets. It not only helps to keep your appetite within bounds at the next meal... it also helps to keep your vitality up.

On the other hand, *substitution* of artificial non-caloric sweeteners for sugar in foods and beverages can do neither of these things. Since they have no effect on the blood sugar level, use of these substitutes can actually make dieting more *difficult*.

Variety Important

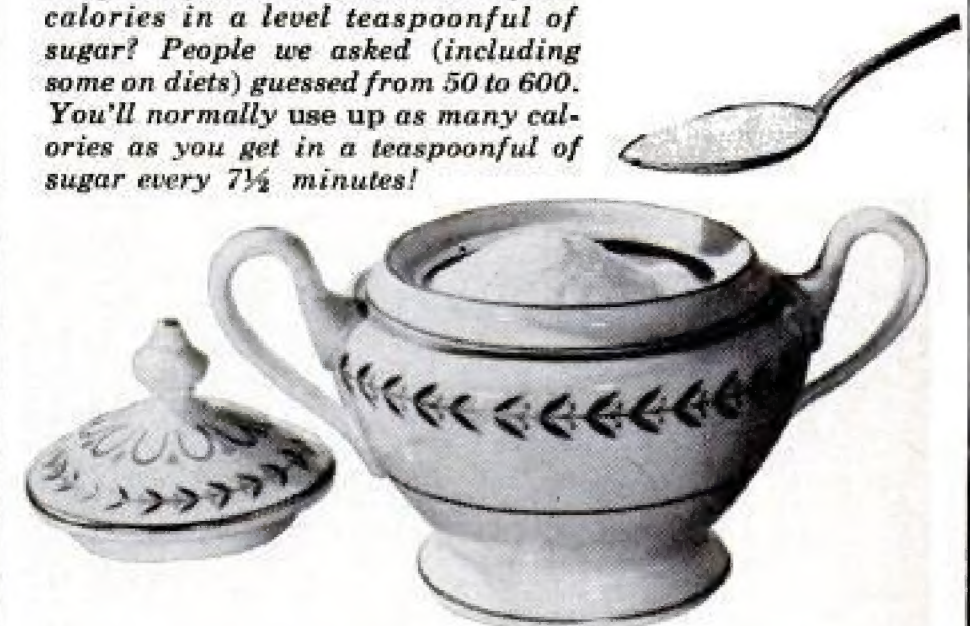
Health authorities now say that a good reducing diet should make as few changes as possible from sound, normal eating habits. One based on *your own* individual food preferences (but with smaller portions all around

and no second helpings) is naturally the easiest diet for you to get used to and *stick to*.

And aren't you glad to know that sugar can help you stick to your diet?

18 CALORIES

Surprise you that there are only 18 calories in a level teaspoonful of sugar? People we asked (including some on diets) guessed from 50 to 600. You'll normally use up as many calories as you get in a teaspoonful of sugar every 7½ minutes!



All facts in this message apply to both beet and cane sugar

SUGAR INFORMATION, INC.
Box 137, New York 5, N. Y.



Jarman ROYAL RAGLANS—Featuring low "sports-car lines," these smart, cool Jarman shoes are just the shoes for your all-occasion summer wear. Left to right: Nos. J2791, J2585. Available at Jarman dealers—\$9.95 to \$18.95 most styles—JARMAN SHOE CO., Nashville, Tenn., Div. General Shoe Corp.

The new LOW look by JARMAN



MR. DONALD HEALEY, chairman, Donald Healey Motor Co., Ltd. . . . designer of Austin-Healey automobiles . . . Man of Distinction

Latest "M.O.D." is dean of international sports-car designers

If you haven't already guessed, the car is the record-breaking Austin-Healey "100." The man is Donald Healey, famed the world over for his ability to combine sports-car roadability and performance with arm-chair comfort and economy. The drink is Lord Calvert,

which has an international reputation of its own. If you haven't yet tasted Lord Calvert, you've been missing a most pleasurable drink. One, in fact, that has made many people say: "It's true! You can't buy a better whiskey than Lord Calvert."

LORD CALVERT...FOR MEN OF DISTINCTION

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS COMPANY, N. Y. C.

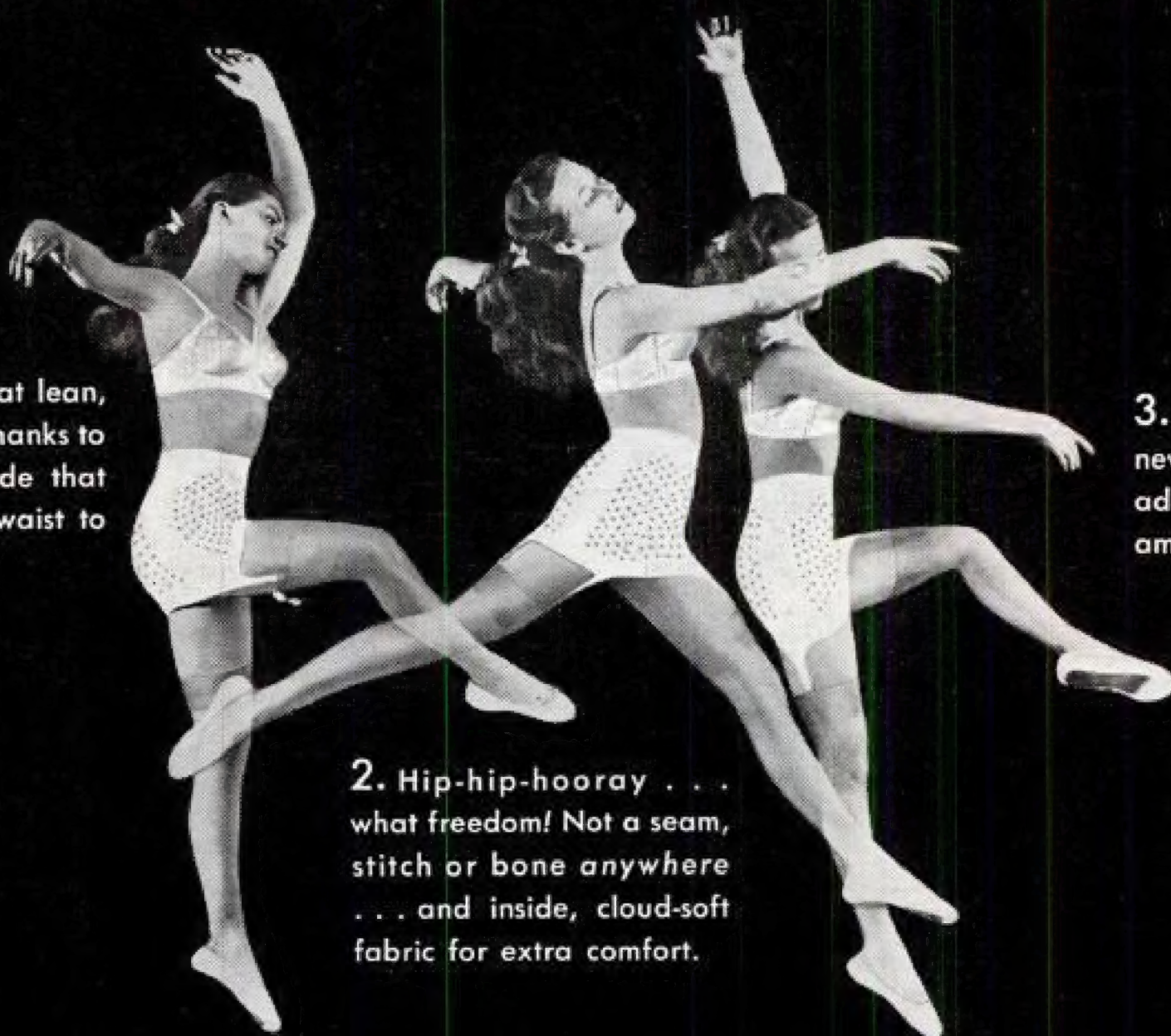


Introducing the first girdle to give you That French Look and the Freedom you love

NEW PLAYTEX *High Style* GIRDLE



1. Oo-la-la . . . that lean, lithe French look! Thanks to miracle latex outside that slims sleekly from waist to thigh—like magic!



2. Hip-hip-hooray . . . what freedom! Not a seam, stitch or bone *anywhere* . . . and inside, cloud-soft fabric for extra comfort.

3. C'est magnifique! A new *non-roll* top you'll adore. All this—for an amazingly low \$5.95!

The chic lines of Paris—in carefree American comfort—are *yours* with this newest Playtex Girdle! We call it High Style . . . you'll call it wonderful! World's *only* girdle to give you all three: miracle-slimming *latex* outside, cloud-soft *fabric* inside—and a new *non-roll* top. Trims you into the sleekest lines . . . leaves you delightfully free . . . *no matter what your size!* Washes in seconds—and you can practically watch it dry.

Look for the Playtex® High Style Girdle in the SLIM tube . . . Other Playtex Girdles from \$3.50. At department stores and better specialty shops everywhere.

\$5.95



New Playtex† Living† Bra* The model is wearing this exciting bra for the high, round look Paris loves—you will, too! And it's "custom-contoured" of elastic and nylon for perfect fit! Only \$3.95

*U.S.A. and foreign patents pending †Trademark

G.E. demonstrates a

New G-E Automatic Skillet with heat thermostat makes frying, stewing, cooking easier...results more certain

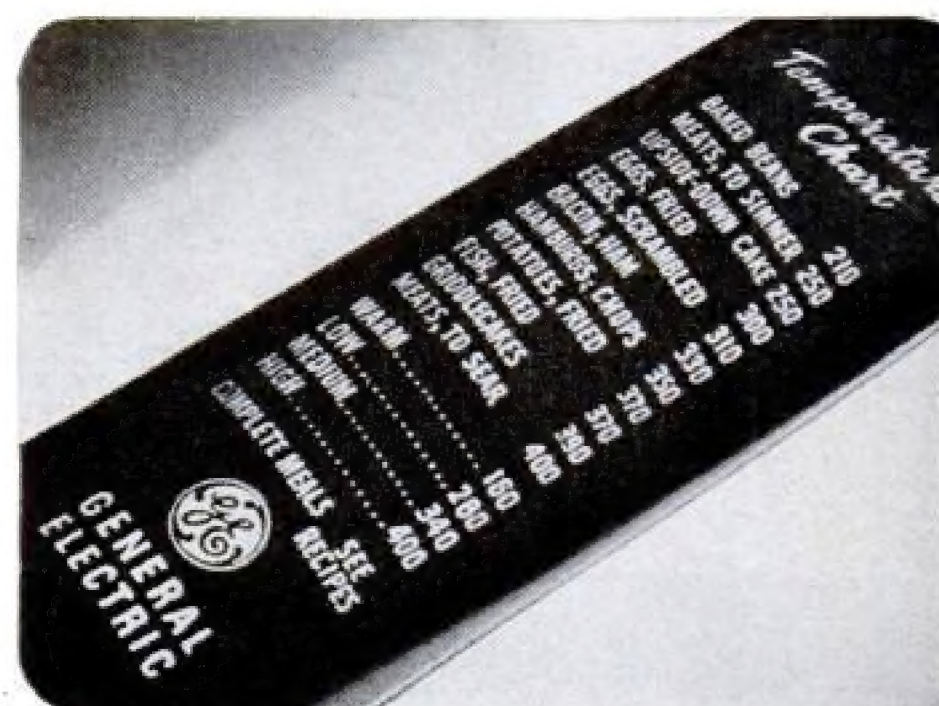
ONLY
\$ **19⁹⁵***
*Manufacturer's recommended retail or Fair Trade price.



4. "A G-E Automatic Skillet is entirely different. It has a built-in thermostat, like a modern oven. You simply dial the temperature you want . . . within moments, the signal light on the handle goes out telling you to put the food in, and from then on the temperature never varies.



5. "You can't imagine how this simplifies cooking . . . particularly frying. Hovering over the pan is a thing of the past. Except when it's time to turn the food, you needn't watch at all. One of our friends says it's like having hired help in the kitchen. Certainly, meal-getting is less hectic.



6. "And everything tastes more delicious, too. For just as cakes bake best at one heat, roast beef at another, potatoes at still another—so every food has a 'just-right' temperature. You'll find the most popular foods listed right on the skillet handle, others in the recipe booklet.



10. "And oh, the wonderful things this skillet makes! Not only digestible fried foods—but delicious stews, pot roasts, casseroles, upside-down cakes as well. Just use a standard 12-inch cover for these. Or G.E.'s handsome, high-domed lid is available for only \$3.00* extra.



11. "Best of all, from a housewife's point of view, the G-E Automatic Skillet is a cinch to clean. You can immerse the entire pan in water—right up to the end of the temperature chart. A special design lets the handle hook safely over the edge of your dishpan or sink.



12. "Friends, why don't you visit your G-E dealer this week? See how easy it is to make perfect food every time. Be ahead of our time. Have a hunch that in a few years, all our cooking will be regulated by thermostats. But for only \$19.95,* it doesn't pay to wait!"

Progress is our most important product

GENERAL  ELECTRIC

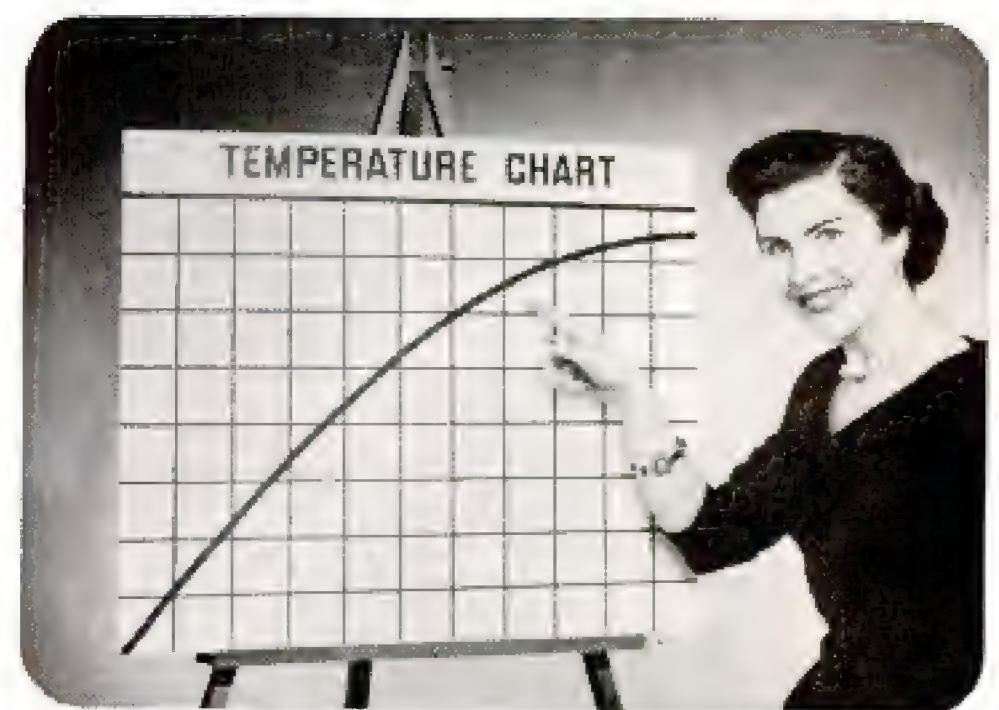
new idea in cooking!



1. "I'm Kathi Norris, and I'd like to tell you about the most wonderful advance in cooking in recent years. Something entirely new—made possible by the G-E Automatic Skillet. Now, not only is the preparation of food easier than ever before, but you get perfect results—EVERY TIME!



2. "Perhaps you'll understand better if I compare it to an oven. Remember when ovens had no thermostats to regulate the heat? You had to adjust the fire constantly, or the temperature would go up and up, and your cakes would burn before they baked through.



3. "Well, to this day, that's what happens when you cook food on top of the stove. Unless you keep adjusting the burner, it builds up heat like this . . . Eventually, it does level out, but even though it does, there is absolutely no way that you can select the exact temperature.



Fat never smokes!
Food never burns!
Always digestible!



Food tastes better!
Never sticks to pan!



7. "What's more, everything you fry at recommended temperatures will be digestible! Nutritionists tell us that it is only when fat gets too hot and begins to smoke that it becomes indigestible. The G-E Skillet works at temperatures well below this danger zone...

8. "yet the fat gets hot enough to sear the food, so everything you fry comes out light and crisp—never soggy. You'll be glad to know, too, that the G-E Skillet has been specially treated to prevent sticking. Think what this means when you fry chicken or fish!

9. "Besides these advantages, the G-E Skillet is so handy. You can plug it in anywhere—it won't harm the finest surface. Now you can cook and keep food warm right at the table . . . enjoy porch or terrace dining. Designed for easy carrying, it's lightweight, has a smooth, comfortable handle.





From left, domino knit-trim gabardine shorts with elasticized boxer back, 1.95 (3 to 6x) and 2.50 (7 to 14). Gob-laced shorts with boxer back, 1.95 and 2.50. Cuffed shorts with

elasticized striped waistband, 2.50 and 2.95. Pedal pushers with elasticized waistband, 2.95 and 3.95. The matching lisle shirts are all 1.85 (3 to 6x) and 1.95 (7 to 14).

How to buy these washable Sacony separates

These are not just tantalizing pictures in a magazine. You can actually *buy* these separates. Today. In a store near you. Here's how to go about it.

Chances are you *know* where Sacony children's wear is sold. If not, you can find out just by picking up your telephone. Dial Western Union by number and ask for Operator 25. She'll take less than a minute to give you store names. Or to get a list by return

mail, write Sacony at College Point, Long Island, New York.

And be sure to keep this page handy. It will make things simpler when you go to shop, or if you order by mail or telephone.

Sacony separates come in eight colors and two size ranges (3 to 6x and 7 to 14). The shorts are made in sturdy cotton gabardine with expandable waistbands. The cotton lisle shirts match either in color or detail. And everything is nicely tailored and *washable*.

ADVERTISEMENT: copyrighted by Sacony

Bramson's, Chicago

at this moment...

all other water heaters are old fashioned

One glance tells you. Here at last is the water heater that perfectly matches today's—and tomorrow's—designs for living. Put this exciting new Permaglas wherever it's most convenient, and be *proud* to have it showing! You'll love using the exclusive new Eye-Hi temperature control . . . it's as easy to adjust as your oven. And of course this brilliant new Permaglas has the famous glass-lined tank proved rust-proof by over 2,500,000 families. Patented, high-efficiency HEETWALL, too! It's the *only* new water heater!

Permaglas®

Through research  . . . a better way

A.O. Smith
CORPORATION

Permaglas Division, Kankakee, Ill. • Licensee in Canada: John Inglis Co., Ltd.

New Kind of Refrigerator!



Now **AIR CONDITIONED.**

Philco 1258 2-Door Twin-System Refrigerator





to keep your precious foods fresher!

PHILCO®

TWIN-SYSTEM REFRIGERATOR



Diagram shows how air circulates through the grille to provide a constant flow of freshened air to all parts of storage area.

Philco makes history in refrigeration for 1955 with the exclusive "Twin-System" . . . the *perfect* refrigerating system, at last! It's *Air Conditioned*. For the first time, a constant stream of clean freshened air passes over your foods, *conditioned* to ideal 38 to 42 degree temperature, *conditioned* to just the right degree of humidity. Covered or uncovered, your precious foods stay fresher, preserve their natural flavor and nutrition longer than ever before.

The Twin-System Philco Refrigerator never needs defrosting because, an exclusive system *prevents the accumulation of frost*; there is no heat to thaw foods in the freezer, no troublesome counter or clock. The freezer itself is separately cooled, separately insulated; it keeps frozen foods as long as a year at scientifically correct zero temperatures; in some models it sharp freezes at 20° below zero.

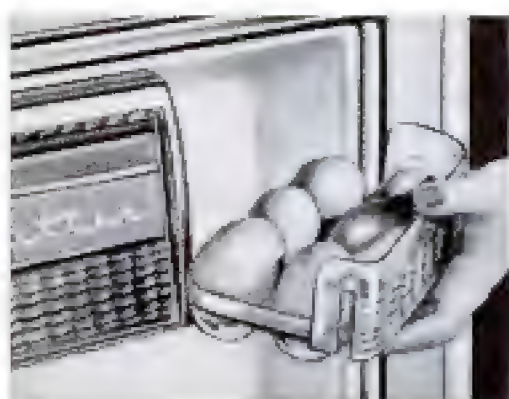
New for 1955 is the *Double Depth Dairy Bar* in the door with its greatly enlarged Cheese Keeper and extra deep shelves that hold the new economy-size *half-gallon* bottles of milk. With its many valuable, exclusive features the Twin-System Philco is so modern, so advanced that it actually makes other refrigerators out-of-date by comparison.

**You can own a 1955 Philco
for as low as \$1.85 a week!**

Equally sensational are the *bargains* you get in a 1955 Philco. 12 cu. ft. at the price of a 10 . . . 11 cu. ft. at the price of a 9 . . . 9 cu. ft. at the price of a 7 . . . a size to suit your needs as low as \$179.95 (Model 752). Yes, your Philco dealer makes it worth your while to *trade in your old refrigerator* for a 1955 Philco now. See him today.



Another Philco "first"—the Double Depth Dairy Bar—the storage door that holds more—even half-gallon milk cartons.



Two Portable Egg Racks hold six eggs each. Lift from the door when needed. Safe as a carton; handier. And they are washable.



Only Philco gives you a pull-out shelf wherever you want it. It's fully adjustable like other shelves. Makes foods at rear handier.



Greatest step-saving feature of all—the Philco 2-Way Door. It opens from either side, left or right. Two models—1259, 1159.



Buy only where you see this sign for guaranteed Philco quality and service.

PRICES AND SPECIFICATIONS
SUBJECT TO CHANGE WITHOUT NOTICE.



For People of Inherent Good Taste

A mere glance tells you—here is a man of inherent good taste. And because good taste demands perfection, it is not surprising that his preference in whiskies is for the distinguished Glenmore offerings shown here: Kentucky Tavern, a classic native Bourbon made to the same family formula for three generations; and King's Ransom, a rich, vigorous Scotch imported solely by the House of Glenmore. We commend each to your judgment, confident that you will find the little extra they cost is small measure of their worth. Good taste puts no price on perfection.

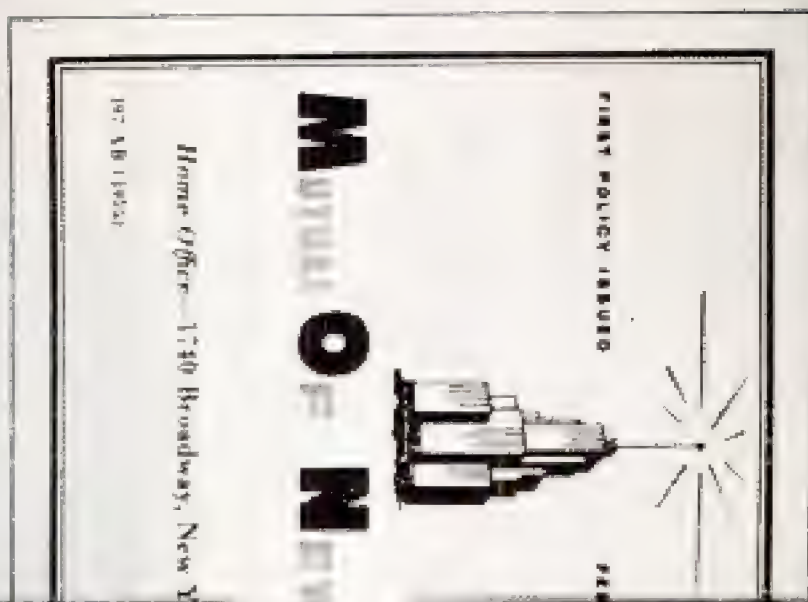


For Your Considered Selection

KENTUCKY TAVERN — Kentucky Straight Sour Mash Bourbon, Bottled-in-Bond, 100 Proof

KING'S RANSOM — Famed "Round the World" Blended Scotch Whisky—94 Proof—Imported solely by Glenmore Distilleries

GLENMORE DISTILLERIES Company. *"Where Perfection of Product is Tradition"*
Louisville, Kentucky



New MONY

'TMT'

**Policy
offers**

\$10,000

of

Life Insurance

at an initial rate of

only 16¢ a day!

(BASED ON AGE 30)



For the family man

This low-premium policy is designed for the young family man just getting started in his career—when life insurance needs are greatest and his budget is limited.



For the businessman

This brand-new policy is ideally suited to provide needed protection against a temporary business risk. It offers large amounts of life insurance at a minimum premium rate.

5-Year Term policy...may be converted *without Medical Examination!*

MONY's new Temporary Modified Term policy—available in amounts of \$10,000 or more—gives you *two* great advantages. For a low premium, "TMT" immediately guarantees a substantial sum of money in the event of death. And it also guarantees you the right to convert it to the same amount of *permanent* insurance any time during the five-year term—even if you

should become uninsurable. A \$10,000 "TMT" policy costs a man of 30, for example, only about 16¢ a day for the first two years, and about 23¢ a day for the last three years. And dividends payable from the end of the second year can be expected to reduce the cost. Even for a man of 40, the initial rate is only about 23¢ a day.

**FOR MORE INFORMATION ABOUT THE NEW
MONY "TMT" POLICY...MAIL THIS COUPON TODAY!**



MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

Life Insurance—Accident and Sickness—Hospitalization—
Retirement Plans . . . FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONY TODAY MEANS MONEY TOMORROW!

Mutual Of New York, Dept. L-45
Broadway at 55th Street, New York 19, N. Y.

Please rush me FREE information about the new MONY "TMT" policy. I want to protect my family_____; my business_____.

Name_____

Address_____

City_____County or Zone_____State_____

Occupation_____Date of Birth_____

Offices throughout the United States and in Canada.



I'd give up my spaghetti For this here Olivetti

STYLIST Toni Kosover works for the fashion magazine *Seventeen*. Spaghetti was the first word she

thought of that rhymed with Olivetti, but Toni says that she likes spaghetti far too much to give it up.

SPEAKING OF PICTURES



THROUGH A SMALL HOLE IN A DISPLAY SCREEN

A Sidewalk CANDID PHOTOS SHOW

Fifth Avenue strollers in New York, who usually entertain themselves by looking at expensive things in store windows, now have a new diversion. On the sidewalk outside its new showroom near 47th Street the Olivetti Corporation, an Italian business machine firm, has set up a typewriter for passers-by to fiddle with. The typewriter, bolted to its stand, is kept supplied with paper and there is usually a line of people waiting for a chance to use it. Since



marilyn monroe is a beautiful girl

OFFICE BOY James Collins stops nearly every time he passes, leaves a different message each time.



pppppdDearsir,Replying to your letteroftot

EXECUTIVE Aaron Michelson's secretary was away. He wondered if he remembered how to type.



Don Fornuto The best kid on 119th Street

SHIPPING CLERK Don Fornuto, dropping by during his lunch hour, used hunt-and-peek method.



PHOTOGRAPHER ROUGIER FOCUSES ON A TYPIST



Where is my little GM stock? You should not have sold at 107

ACCOUNTANT Gerald Yass wrote the second sentence in response to a question typed by a previous

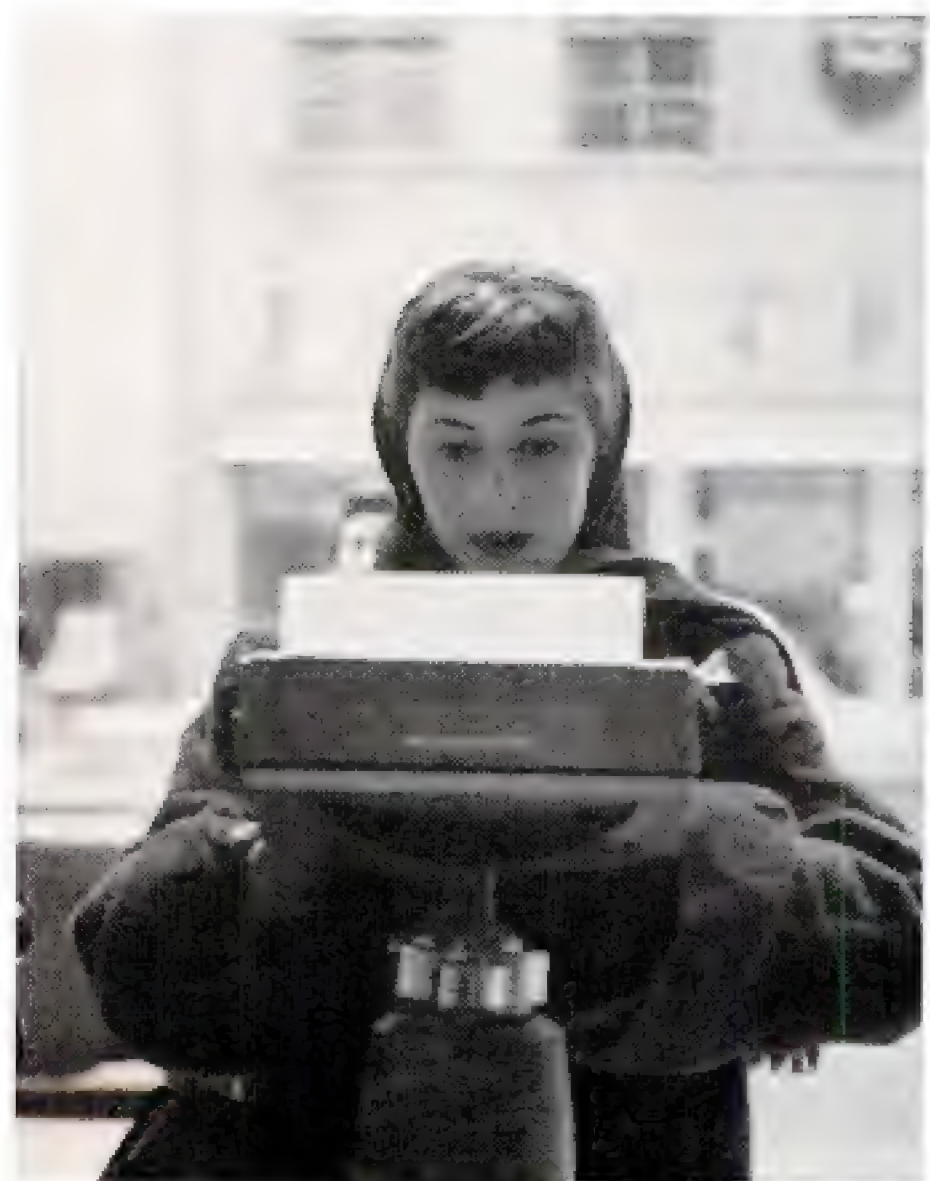
writer. "I probably wouldn't have stopped," he says. "but I thought that question needed an answer."

Typewriter

SOME CANDID WRITING

the machine was first set out last May, some 50,000 people have tried it, typing out everything from business letters to love poems.

To record this typing parade, LIFE Photographer Michael Rougier set up a screen (above) through which he could photograph typists without being seen. Here his pictures are matched with the words people wrote. However almost half of those who stopped wrote the same sentence, which is printed on the next page.



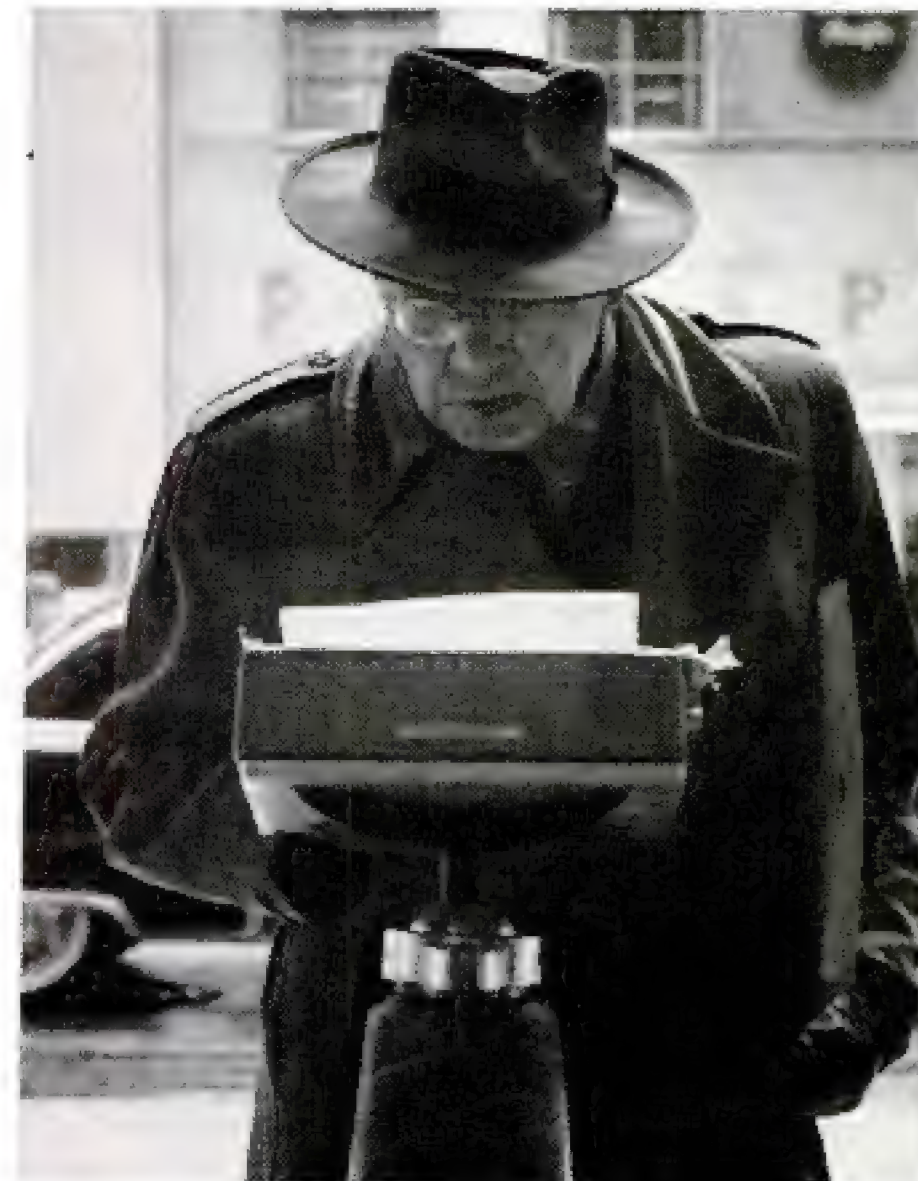
My name is Marlon Brando.
Visit me some time. . .
Hollywood 5-6000

HIGH SCHOOL SENIOR Sandra Speciale typed an imaginary number. Brando's number is unlisted.



Virginia Mack
Virginia Mauro
Mrs. Michael Mauro

FASHION EDITOR Virginia Mack tries out her new name a few days before marrying Michael Mauro.



jolhmjoyrbmkjg;nn

MESSENGER Joseph Lee stopped for a moment to try the typewriter and concluded, "I can't type."



**EVEN IF YOU BRUSH YOUR TEETH
ONLY ONCE A DAY
Colgate Dental Cream
Gives The Surest Protection
All Day Long!**

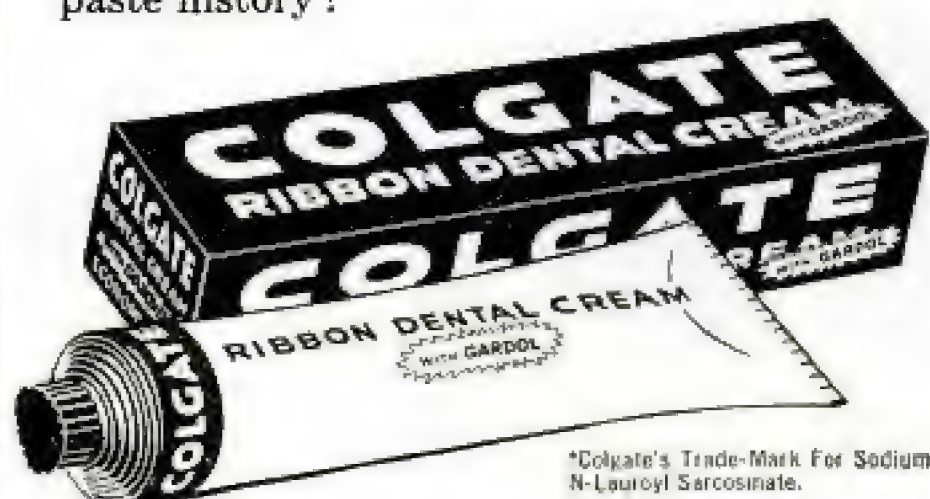


**Brushing For Brushing, It's The Surest Protection
Ever Offered By Any Toothpaste! Because Only Colgate Dental Cream
—Of All Leading Toothpastes—Contains Gardol*
To Guard Against Tooth Decay Longer—Stop Bad Breath Instantly!**



Gardol, Colgate's wonderful new decay-fighter, forms an invisible shield around your teeth. You can't feel it, taste it, or see it—but Gardol's protection won't rinse off or wear off all day. That's why Colgate Dental Cream with Gardol fights tooth decay 12 hours or more!

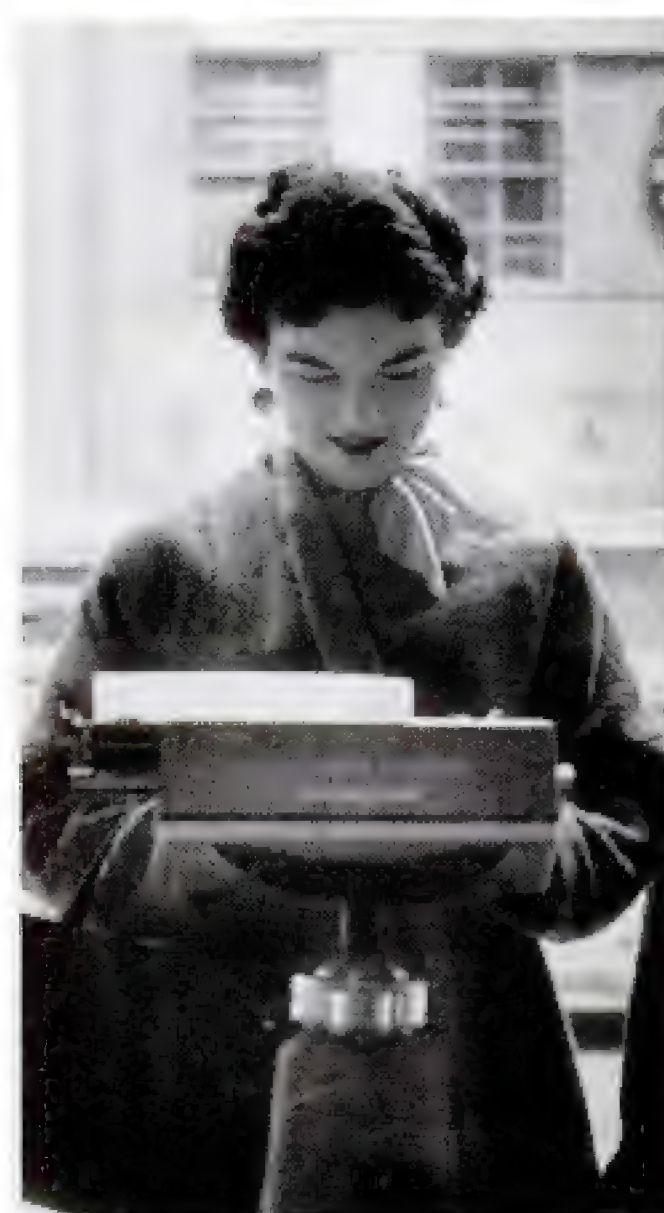
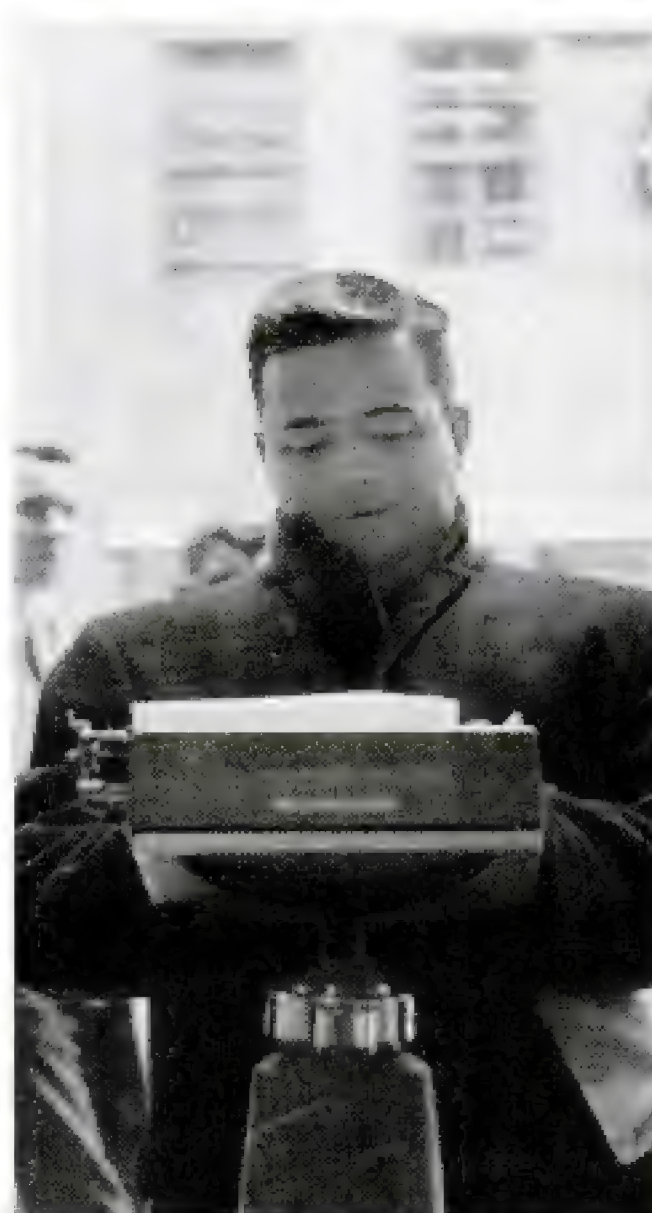
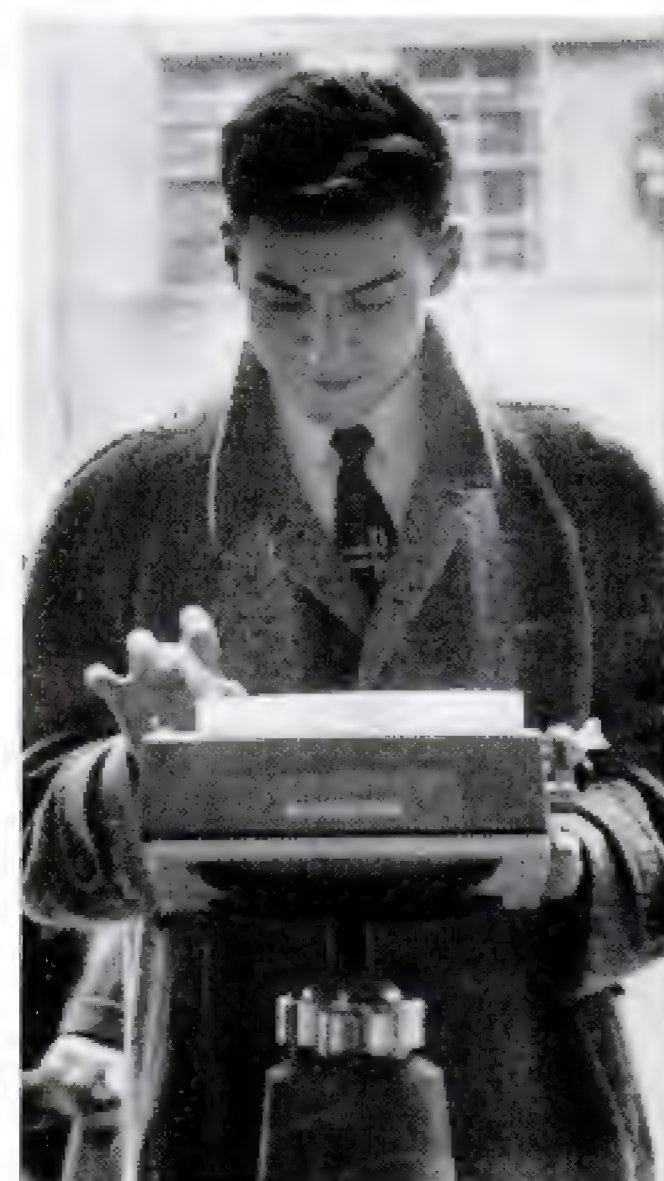
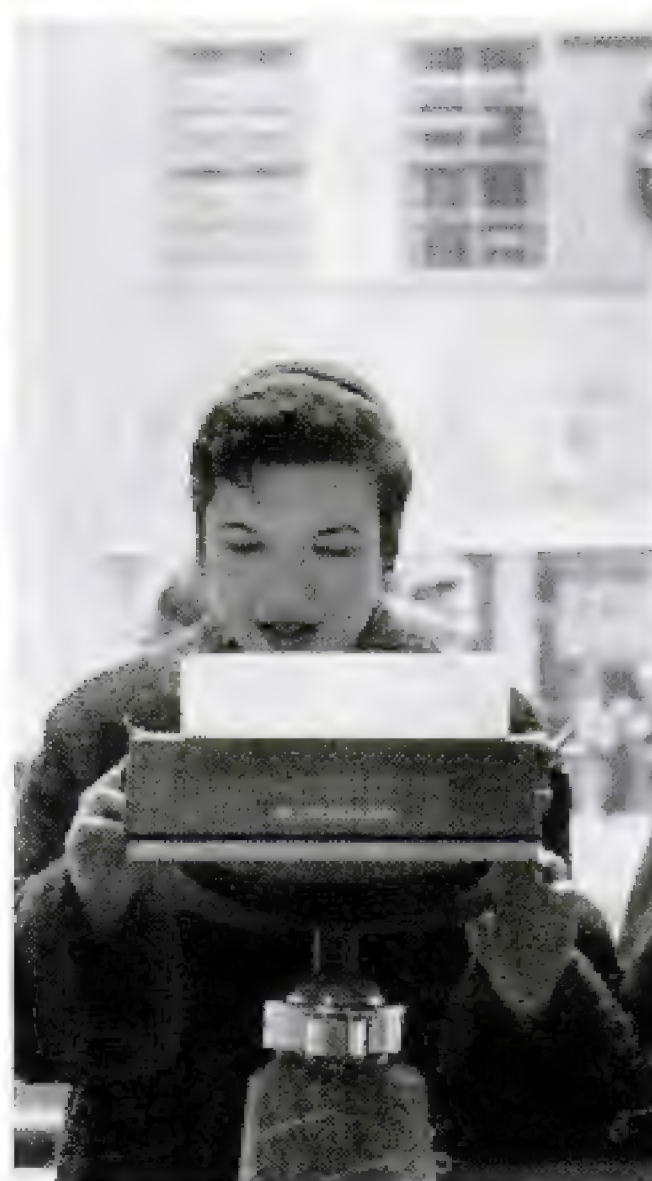
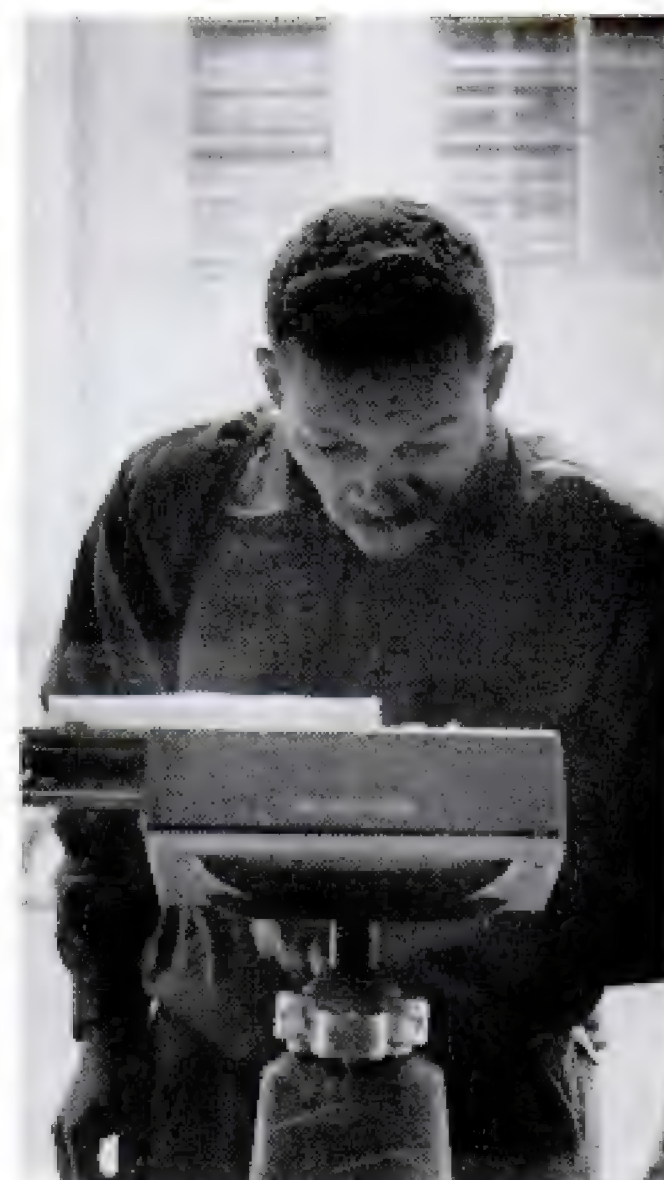
**ASK YOUR DENTIST HOW
OFTEN YOU SHOULD BRUSH YOUR TEETH!**
But remember! Even if you brush only once a day, Colgate Dental Cream gives the *surest* protection all day long! Stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!



*Colgate's Trade-Mark For Sodium N-Lauroyl Sarcosinate.

**Every Time You Use It...New Colgate Dental Cream
CLEANS YOUR BREATH WHILE IT GUARDS YOUR TEETH!**

SIDEWALK TYPEWRITER CONTINUED



Now is the time for all good men to come
to the aid of the party

MANY PASSERS-BY, like those shown in these pictures, peck out some variation of the sentence above. Charles Weller, a court reporter, originated this expression in the fall of 1867 to test the efficiency of the first practical typewriter which his inventor friend Christopher Sholes had constructed.

What do Viceroy's do for you that no other filter tip can do?

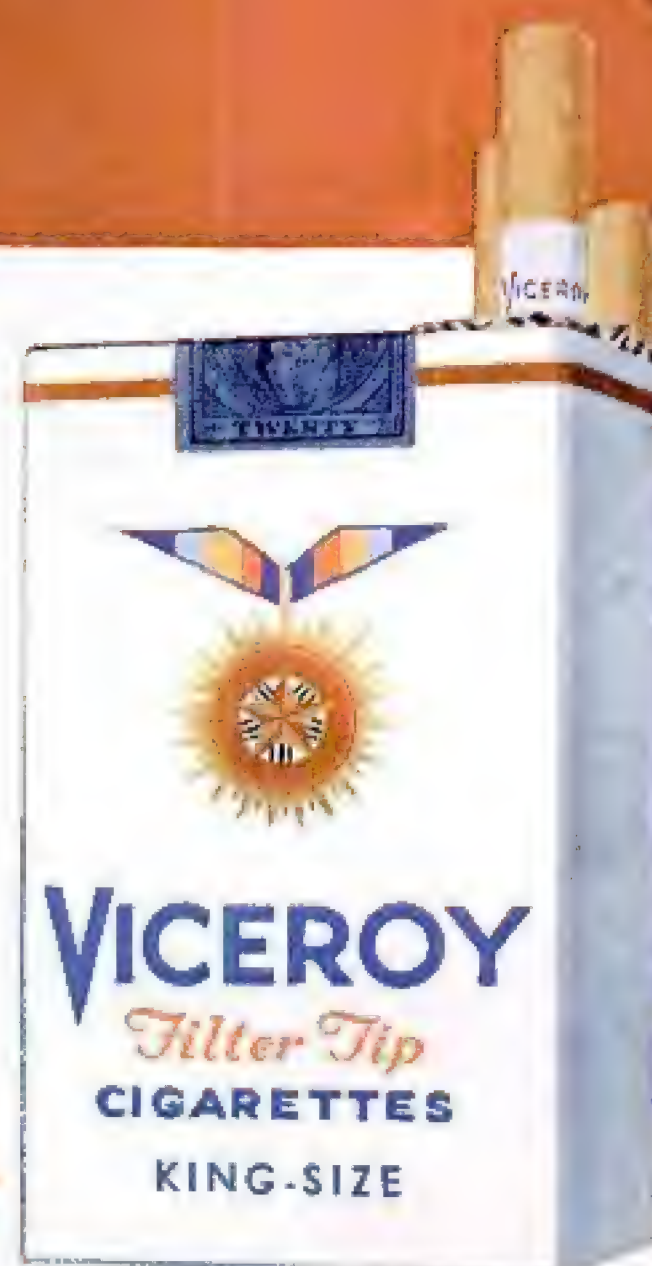
Only Viceroy gives you
20,000 FILTER TRAPS
in every filter tip.....

.....to filter-filter-filter
your smoke while the
rich-rich flavor comes through!



King-Size
Filter Tip
VICEROY

World's Largest-Selling

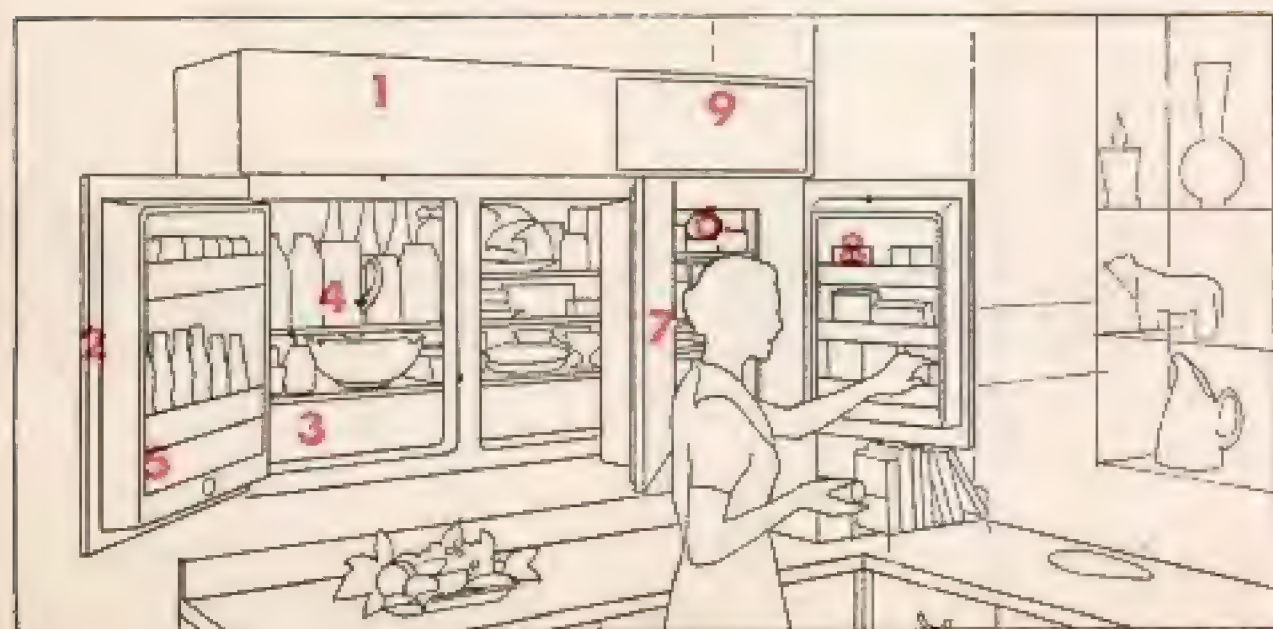


ONLY A PENNY OR TWO
MORE THAN CIGARETTES
WITHOUT FILTERS.



Filter Tip Cigarette

MAGNIFICENT NEW GENERAL ELECTRIC WALL



In this de luxe refrigerator-freezer are more than 10 cubic feet of storage room—8.7 cubic feet for fresh foods and 2 cubic feet for frozen. It is 5 feet 4 inches long, 3 feet 3½ inches high and 17½ inches deep. Plenty of room for big platters. **1.** The exterior is long-lasting baked enamel with a wide band of textured aluminum. **2.** All 3 doors are kept shut by famous G-E Alnico Magnets. There are no handles, no catches. **3.** Separate vegetable and

fruit compartments have transparent, sliding doors. **4.** Top shelf provides space for tall bottles. Shelves are movable and adjustable to various levels. **5.** Separate compartments for butter, egg rack; and door shelves for small jars and cans. **6.** Zero-degree food freezer has room for up to 83 packages of frozen foods. **7.** Four new-style Mini-Cube ice trays. **8.** Frozen fruit juice storage rack. **9.** Dependable and whisper-quiet, sealed-in G-E refrigeration unit.

REFRIGERATOR-FREEZER



Little or no remodeling necessary. The new G-E Wall Refrigerator-Freezer can be installed with little or no remodeling. The cabinet is mounted securely to a sturdy, 5-foot "picture-hook" mounting bracket which is screwed to the wall. It can be rehung in another location, if and when desired.

Hangs on the wall like a picture

First of all, brush aside all your conventional ideas about refrigerators. This new, revolutionary refrigerator-freezer that hangs from the wall is a completely new and advanced concept of modern living. Truly, it is the most convenient and magnificent refrigerator-freezer ever produced!

TO YOU, the advantages of this utterly new G-E Wall Refrigerator-Freezer are obvious. There's no need to bend or stoop for foods because everything can be seen at a glance. It can be installed directly above a work counter to provide *extra* counter surface. And, because this new appliance occupies no floor space, there's room for *extra* base cabinets.

All three doors are equipped with G-E developed alnico magnets that grip the doors shut . . . seal them completely all the way around.

Only a limited number of G-E Wall Refrigerator-Freezers are now being produced. See them at your G-E dealer's! For colorful 8-page descriptive booklet, send coupon below. General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



A Mix-or-Match color choice

This magnificent appliance will be made for you in any one of six exciting decorator colors. You have a choice of: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown—or White.



Send coupon and 10¢ for colorful 8-page booklet
Send to: P.O. Box 122, New York 46, N. Y.

I am enclosing ten cents (10¢) to cover handling and postage for your booklet containing detailed information about the magnificent new G-E Wall Refrigerator-Freezer, and how it can be installed in *our* home.

Send to:

Name _____

Street _____

City _____ State _____



Warm welcome for unexpected guests



All aboard!
All a-Borden's!
It's Elsie's Good Food Line!

BORDEN'S CHEESE SPREADS

8 tempting varieties in re-usable Swirl-Design glasses

You're always ready for unexpected guests when you have Borden's Cheese Spreads on hand. For at a moment's notice these tasty spreads can transform crackers, rolls or bread into wonderful party treats.

Borden's Cheese Spreads offer a variety of flavors to delight youngsters as well as grownups. For example, everybody loves Vera-Sharp. It spreads so smooth and has a real sharp Cheddar goodness.

For extra flavor appeal, try it toasted or grilled on your favorite cracker. It's wonderful!

BORDEN'S INSTANT COFFEE



It's flavor-rich... because it's Premium-Grade

Every steaming cup of Borden's Instant Coffee has the rich, full-bodied flavor of the finest ground coffee. And here's the secret. *Borden's uses only Premium-Grade coffee.*

Borden's and only Borden's is 100% pure Premium-Grade coffee in solid flavor crystals. Every spoonful of Borden's Instant Coffee is so rich you need less per cup.

What's more, Borden's saves you 25¢ or more compared to a pound of ground coffee. Get a jar today and you'll never be without it again.



Copyright, The Borden Company

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taste right all day long

"MOISTURE-FRESH" BLENDING

TREATS YOUR TASTE RIGHT

FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



The image displays three packs of Old Gold cigarettes against a dark background. On the left, a pack of Old Gold Filter Kings is shown with several cigarettes protruding from the top. In the center, a pack of Old Gold Regular Size is visible. On the right, a pack of Old Gold King Size is shown. Each pack features the 'Old Gold' logo, the word 'CIGARETTES', and a graphic of a treasure chest filled with gold coins. The packs are arranged in a slightly overlapping manner, with the Filter Kings pack being the most prominent.

ONE GREAT NAME FOR THREE GREAT SMOKES

1. New Filter Kings True flavor—truly filtered. Every easy draw will tell you, <i>a true tobacco treat</i> . Tastes good—all day, every day. Full king size. Popular filter price.	2. Regular Size Treats your taste right—all day long—thanks to the brighter, more golden tobaccos that the very name Old Gold tells you Old Gold uses.	3. King Size If you like 'em <i>long</i> —here's the one you've longed for! Always smooth, never harsh or bitter. Really <i>comfortable</i> -tasting—from the first you light to your last at night.
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"Filter Kings" is a trade-mark of the P. Lorillard Co.

COPYRIGHT 1955 P. LORILLARD COMPANY

Most Famous Name Filter Cigarette: Old Gold Filter Kings

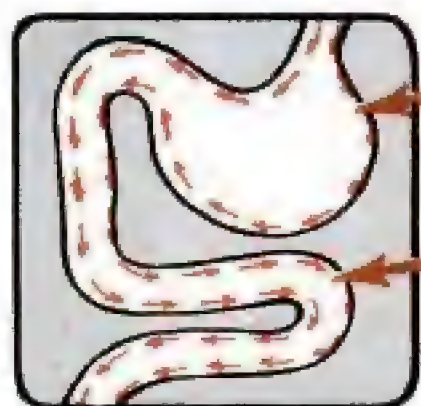
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Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



A NORWICH PRODUCT



Take Hospital Tested

Pepto-Bismol®

...and feel good again!

LETTERS TO THE EDITORS

WHY TEACHER STAYS POOR

Sirs:

"Why Teacher Stays Poor" (LIFE, March 21) is an eye opener to many people, although we poor teachers of Arkansas knew what to expect from this so-called legislature.

F. A. TOWNSLEY

Newport, Ark.

Sirs:

In sanctioning a salary of \$1,300 for teachers and considering a law against nudism, Arkansas legislators force educators into an impossible situation. How can teachers buy clothes? They are condemned to a bare existence.

MARGO FEINSTEIN

Altadena, Calif.

Sirs:

Arkansas has thrived since slow train days on furriners' smart-aleck wisecracking. You get more schooling per dollar here. You may have a high-on-the-hawg sandwich here for 15¢ that will cost the rest of you a dollar, plus tips. Arkansas people spend a larger percentage of their total income on schools than any of you in the Far East or the Far West.

HARRY MARSH

Fort Smith, Ark.

● Though it spends a third of its budget on education, Arkansas is 46th among states in the amount spent per pupil—\$140.—ED.

SCIENCE TACKLES RADIATION

Sirs:

We read with astonishment in "Science Tackles Radiation Peril" (LIFE, March 21) that "the deterrent effect of the West's H-bombs still offers the best prospect for what is more important than man's health—man's freedom." Such a statement is irresponsible. Of what use is "freedom" to a population of corpses, cretins and monsters?

ERWIN R. BERGDOLL

ALFRED BERGDOLL

Charles City, Va.

Sirs:

As a young mother I must question my right to bring my young into the world if the evolution of man is to end in grotesque, mutated beings. Certainly research must go on, but we cannot remain quietly acquiescent while life as we know it is threatened with destruction.

KATHERINE FOSTER JORGENSEN

Indianapolis, Ind.

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Sirs:

I think radioactivity has already shown its effect. Judging by the way both we and the Russians act, we are all idiots. . . .

B. F. RANDEL

San Diego, Calif.

A LEGACY TO MANKIND

Sirs:

We are prone to take scientific advances for granted unless they hint at great destructive power. You have not lost sight of the really important news but have magnified it by paying tribute to Sir Alexander Fleming ("A Legacy to Mankind," LIFE, March 21), who was a humanitarian.

JOHN C. DAehler

Grinnell, Iowa

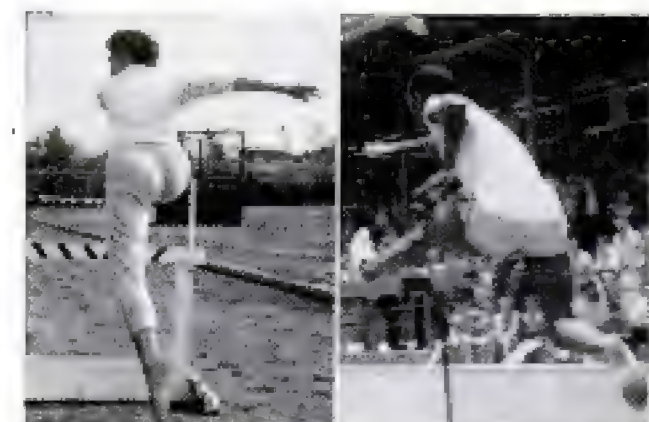
SHEREE GOES IN FOR MARILYN

Sirs:

In your story "Sheree Goes in for Marilyn" (LIFE, March 21), isn't Sheree North hurdling backward and off the wrong foot? I demand a picture of Harrison Dillard's hurdling form for comparison.

LEON HOLMES JR.

Cleveland, Ohio



NORTH AND DILLARD HURLING

Sirs:

I was shocked at the picture of Sheree North on the cover. What possible good can you see in putting such a picture on your magazine for all youth to see?

MRS. GERALD TOSSEY

Springfield, Ohio

Sirs:

... We may disagree on art, but there is no disagreement that this cover represents vulgarity, pure and simple.

HOWARD N. REEVES JR.

Linwood, Pa.

Sirs:

Are we returning to the days of Billy Watson's Beef Trust?

H. BISSING

West Cornwall, Conn.

Sirs:

Sheree North reveals the basic qualities of a successful star. She has personality, poise and the "it" which is so vital.

ARTHUR MURRAY AIBINDER

New York, N. Y.

THE MARKET AND ITS 'FRIENDS'

Sirs:

... It is remarkable that the stock market ("The Market and Its 'Friends,'" LIFE, March 21), while reflecting the present administration's policy to make money more valuable as a commodity at the expense of its utility as a medium of exchange, had no opponent to say as much in the recent hearings.

KARL HAARTZ

Andover, Mass.

CONTINUED ON PAGE 33

Now for the first time ...
the limitless range of

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

presents the matchless
true grandeur of the west!

COLOR BY
TECHNICOLOR

There is a time to fight ... and a time to ...

RUN FOR COVER



starring
JAMES CAGNEY
as the man who teaches
VIVECA LINDFORS
and
JOHN DEREK
that there is a time to fight ...
and a time to run for cover!

with **JEAN HERSHOLT** • **GRANT WITHERS** • Produced by **WILLIAM H. PINE** and **WILLIAM C. THOMAS** • Directed by **NICHOLAS RAY** • Screenplay by **WINSTON MILLER**
From a story by **Harriet Frank, Jr.** and **Irving Ravetch** • A **PARAMOUNT PICTURE**





COSTLY-CAR SIZE AND LUXURY IN THE LOW-PRICE 3

- Biggest car in the lowest-price field . . . 17 feet of beauty!
- Brilliant new 6-cylinder PowerFlow 117, with exclusive Chrome-Sealed Action. Exciting new 167-hp Hy-Fire V-8, highest standard horsepower in its field.
- New Metal-in-Motion Styling gives Plymouth owners the newest, most dynamic design in motor car history.
- Glamorous new Full-View Windshield . . . a true swept-back wrap-around, with greatest visibility of any low-price car.



MAGIC!...AND ONLY PLYMOUTH HAS IT, OF THE LOW-PRICE 3!

Unlike Aladdin, who had to rub a lamp, you need only touch a lever on the instrument panel of the all-new 1955 Plymouth . . . and instantly you are provided with swift, magically effortless transportation.

This wonder-working Plymouth exclusive—the PowerFlite Range Selector—controls the hidden workings of Plymouth's great new PowerFlite no-clutch automatic transmission . . . finest and smoothest of them all. It is the last step in the evolution of automatic transmissions. And you can have it in every Plymouth price range—in combination with the flashing new 6-cylinder PowerFlow 117 engine or the exciting new Hy-Fire V-8.

As a team, this feather-light selector lever and advanced automatic transmission operate with uncanny efficiency. All you have to do is tell them whether you want to go forward or back . . . after that, they take over.

Due to its exceptionally high starting ratio, PowerFlite accelerates swiftly and easily from a standstill. In mid-speed range, where you do the greater part of your driving and passing, it is unexcelled.

This high performance gives you relaxed and luxurious driving . . . jack-rabbit get-away when you need it . . . and a soul-satisfying sense at all times of complete mastery and control.

Just one of many rewards, this, of 1955 Plymouth ownership. . . This year, of all years, look at all three. We feel sure Plymouth will be your choice.

PowerFlite and all Power Driving Aids at low extra cost. Enjoy "PLYMOUTH NEWS CARAVAN" with John Cameron Swayze on NBC-TV; "SHOWER OF STARS" and "CLIMAX" on CBS-TV.

ALL-NEW PLYMOUTH '55

See it . . . drive it . . . today at your Plymouth dealer's. A great new car for the YOUNG IN HEART



LETTERS TO THE EDITORS CONTINUED

Sirs:

Your editorial clears up the whole business of stockholders and stockholding. Too long the uninformed have pilloried the shareholder in American business as some one reprehensible. Where do his detractors put their money—in a coffee pot or under a mattress?

T. HARRY THOMPSON
Philadelphia, Pa.

GAY AND WILLFUL PRINCESS

Sirs:

You mean all those people in the Caribbean got dressed up just to help break Margaret's love for Peter Townsend ("Storm over Meg's Marriage," LIFE, March 21)? Come off it. The "family" didn't send Margaret off "to remind her of the privileges and pleasures of an heiress to the throne." The government, with the British people footing the costly bill, sent her on an official tour to strengthen colonial ties.

C. M. ANDERSON
New York, N.Y.

Sirs:

Noticing that Captain Peter Townsend was trying to frighten Princess Margaret with a coiled snake, I feel duty bound to warn Margaret about this Townsend character.

Anybody who would use the old snake act would wind up wearing a chicken inspector's badge. This cornball routine goes with the 23-skidoo and oh-you-kid type of lampshade-on-the-head, life-of-the-party stuff.

I can tell Margaret right now that if she ever becomes the queen, this is the sort of "dirty bird" who would pull the throne from under her, just for laughs!

JIM BACKUS
Beverly Hills, Calif.

IRISH COUNTRY PEOPLE

Sirs:

Your story "Irish Country People" (LIFE, March 21) is an insult to all Irish. As a member of the local Ancient Order of Hibernians I have occasion to meet recent Irish immigrants. They compare most favorably in looks, manners and dress with the best to be found in our own U.S.

EARL T. MONAHAN
Rochester, N.Y.

Sirs:

Your article might well have portrayed some of the gracious living of Ireland, much of which may be found even in towns the size of Ennis.

ALPHONSUS J. MURPHY
Portland, Maine

Sirs:

A word of commendation is due Dorothea Lange. To a person who has done some traveling in areas similar to Ennis, the people shown in her pictures come to life.

JOHN A. YEATMAN
State College, Pa.

Sirs:

... Dorothea Lange has achieved a rare balance between the observer-photographer, who leaves the reader too far from the subject, and the surgeon-photographer, who affects the reader as an invader of privacy.

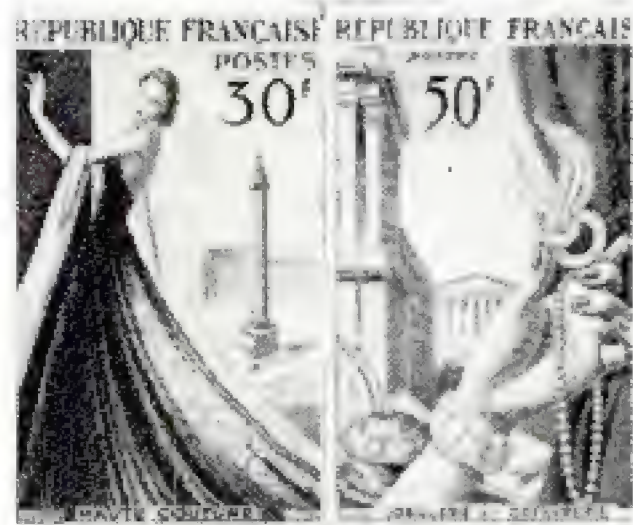
MINOR WHITE
George Eastman House
Rochester, N.Y.

CHIVALROUS TRIBUTE

Sirs:

The French postage stamp on glove-making ("Chivalrous Tribute to Industry," LIFE, March 21) is only one of many depicting France's luxury industries. Other stamps have noted such French interests as jewelry and silverware and dressmaking.

MADELEINE SAVAGE
Sterling, Mass.



FRENCH PRODUCTS ON STAMPS

SPEAKING OF PICTURES

Sirs:

You are unfair to art, art experts and Monet (Speaking of Pictures, LIFE, March 21). After all, Monet was blessed with something more than faulty "air-bubble" eyesight.

THOMAS P. BLAGDEN
Lakeville, Conn.

Sirs:

Monet or not, they are lovely pictures.

GEORGE S. KOVACH
Atlantic City, N.J.

MOSAIC-IT-YOURSELF TABLES

Sirs:

You have unintentionally done a disservice to the importers and retailers of Italian mosaics ("Mosaic-It-Yourself Tables," LIFE, March 21). Your article leaves the impression that Italian tiles are expensive. The cost is not in the tile, but in the superb craftsmanship of Italian artisans.

Make-it-yourself mosaic tables of the "more expensive" Italian type glass and marble tile are sold at prices well under those in your article.

E. A. HENDRICKSON
New York, N.Y.

● The story compared the Puerto Rican tile kits with costly imported Italian mosaic tables. Inexpensive Italian glass mosaic tile kits are sold by Bon Bazar in New York.—ED.

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Enjoy *Super-Quiet* outboarding with **SCOTT-ATWATER** ...the outboard that **BAILS YOUR BOAT!**



IT'S A WONDERFUL NEW SENSATION being wafted across the water with a super-quiet Scott-Atwater. A gentle purring is the only hint you hear of the powerful motor behind you.

Bail-a-matic power bailing (shown below) is another reason outboarders are switching to Scott-Atwater. No more dipping, sponging, dumping, hand pumping. And you'll like Scott-Atwater's remote fuel tank, complete shift, snap-off hood, twist-grip speed control. See this truly modern motor at your dealer's now!

FREE! 16-page color booklet about all six Scott-Atwater motors: 30, 16, 10, 7½, 5 and 3.6 h.p. Write Scott-Atwater, Minneapolis 13, Minn., Dept. L-45.

Horsepower certified by OBC. Price FOB Factory and subject to change.



FIVE *Super-Quiet* SCOTT-ATWATER outboards...all with **BAIL-A-MATIC!**



"Forget their beautiful buildings and tall girls!
I want the dope on 'Sanforized.'"



"Meet the kids: Charlie, Stan, Carl and 'Sanforized.'"



"Then, one day, I sold the toughest mobster in Chicago
a shirt without the 'Sanforized' label!"



MISTER! Avoid cotton garments that
shrink out of fit. ALWAYS insist on seeing
the "SANFORIZED" trade-mark before you
buy! Make even your favorite salesman
show you "SANFORIZED" on the label.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



CRATES OF VACCINE IN A CHILLED INDIANAPOLIS WAREHOUSE CARRY RUSH SIGNS TO SPEED SHIPMENT AND PREVENT SPOILAGE AT NORMAL TEMPERATURE

U.S. GETS SET FOR POLIO VACCINE

Nobody knew for sure that the news would be good, but the U.S., which has so often wearily waited to hear the worst, last week excitedly hoped to hear that the day of infantile paralysis epidemics has been ended at last.

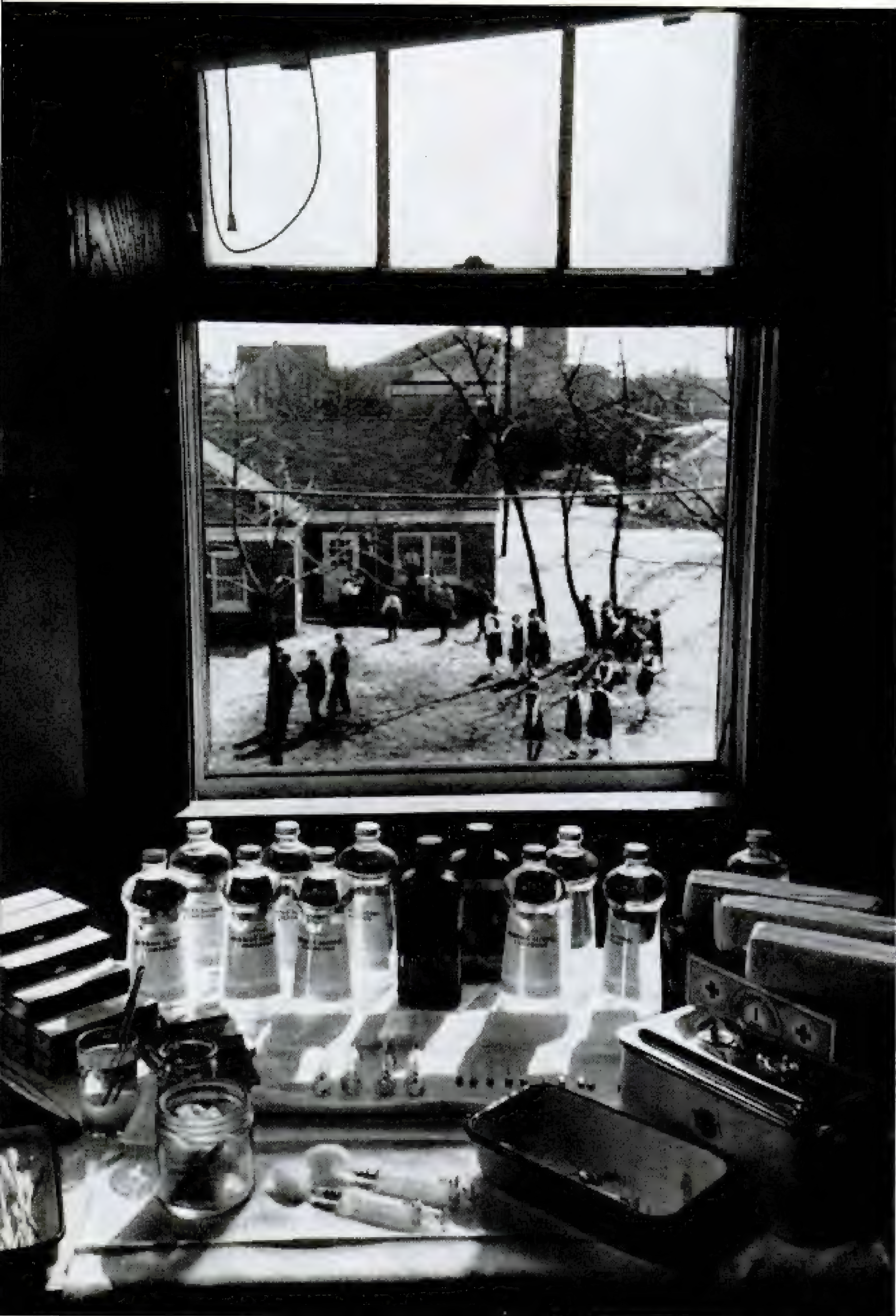
The word would come on April 12 from the University of Michigan where statisticians (*next page*) are completing evaluation of the polio vaccine developed by Dr. Jonas Salk of the University of Pittsburgh, which was given a test involving 1,830,000 children last year.

There were strong reasons for hope. In the

laboratory the vaccine had protected monkeys and chimpanzees against massive doses of injected polio virus. And in a preliminary trial in 1954, in which 5,000 Pittsburgh schoolchildren were vaccinated, the level of protective antibodies was significantly raised. This set off a sudden flurry of optimistic speculation. Last week newspaper stories, trying to jump the gun, said the report would endorse the vaccine as 100% effective. But these stories were criticized as both premature and unfounded. The final count had not yet been made and a few

children in last year's mass test are reported to have subsequently contracted polio.

Most optimistic of all were the drug makers who had gambled millions by plunging into full production. Already, crated stockpiles of the fluid stacked their cooled warerooms to the rafters (*above*), ready to go to drugstores all over the U.S. at a moment's notice. As long ago as October the National Foundation for Infantile Paralysis, which spent \$22,400,000 in 17 years on polio research, had contracted to buy \$9 million worth of the Salk vaccine.



FRESH VACCINATION EQUIPMENT IS READY IN NORTH ARLINGTON, N.J. CLINIC



1,800,000 IBM CARDS, SHOWN HERE STACKED IN 20 PILES, EACH 4½ FEET HIGH,



ANTIBODY TEST is carried out by Dr. Salk on a group of Pittsburgh schoolchildren. This test, which so far has involved 15,000, tries a new and simpler

method for measuring resistance to polio. The technique only requires a drop of blood from the thumb instead of using a syringe to take it from the arm.



HEAP OF SYRINGES is part of 50,000 order New York City Comptroller Lawrence E. Gerosa (*above*) has bought for inoculating 280,000 city children.



ILLUSTRATE SIZE OF MASTER FILE WHICH MICHIGAN STATISTICIANS ARE ANALYZING FOR THEIR REPORT

TOP SECRET ANALYSIS AND 1,800,000 CARDS

Amid batteries of tabulators and seas of filing cabinets more than 100 statisticians under Dr. Thomas Francis Jr. have been sifting and resifting the evidence they have gathered from last year's mass polio vaccine test. The raw material they work with is nearly 15 million IBM cards, including a master file of nearly two million, which are punched with nearly 144 million pieces of information. These are being analyzed and combined into their final report, which will not only state whether the vaccine protects against paralytic polio, but precisely how effective it is. The report will also be the basis for determining how many shots it takes to immunize a child, how they should be spaced and how soon they take effect.

Because they know the damaging confusion which premature news leaks would bring, the researchers have been carrying out their compilation in an atmosphere of almost military

secrecy. For extra security all information has been divided up between independent groups of statisticians so that nobody, except perhaps Dr. Francis himself, knows what conclusions the report is reaching.

Meanwhile communities all over the U.S. are getting ready for the announcement on April 12, which is the 10th anniversary of the death of March of Dimes Founder Franklin D. Roosevelt. If the report is favorable, the National Polio Foundation will release the 27 million vaccine shots it has stockpiled to health officials. They will give free vaccinations to every first and second grade schoolchild and to older children who took part in last year's mass test but were not actually vaccinated. At the same time U.S. drug firms which have been manufacturing vaccine for months themselves (*next page*), will send it to drugstores where it can be obtained on a doctor's prescription.

BUSY MEN BEHIND A VACCINE



EVALUATOR, Dr. Thomas Francis Jr. (*right*), here working last week with his chief statistician Robert Voight, is a virus expert known for influenza work.



PATH BREAKER is Dr. John Enders who shared Nobel Prize for producing polio virus usable in vaccine, is now trying to do same with measles virus.



VACCINE'S DEVELOPER, Dr. Salk (*left*), talks with Dr. Workman of National Institutes of Health, who must advise whether or not to license vaccine.



ROCKING BOTTLES AT ELI LILLY AND COMPANY, INDIANAPOLIS, CONTAIN GROWING KIDNEY TISSUE TO FEED VIRUS. SIX-DAY ROCKING AIDS TISSUE GROWTH



CONCENTRATED VIRUS, for seeding tissue, is taken from bottle. Bunsen burner prevents contamination.

PRODUCTION ROCKS ALONG FOR VACCINE BY THE TON

Without waiting for the Salk vaccine's effectiveness to be confirmed, several U.S. drug companies confidently began preparing for mass production more than a year ago and are now manufacturing the vaccine by the tankload. The early start was necessary because it takes three months to produce and test a batch of vaccine, and they wanted to have a good supply of it on hand for the coming polio season.

The process begins with cultures of monkey kidney tissue grown in rocking bottles (above). Next, the cultures are infected with polio viruses which multiply rapidly in the bottles. The monkey tissue debris is filtered out. Finally formaldehyde is added, killing the viruses and transforming the deadly brew into a safe vaccine which will cause a child's system to manufacture protective antibodies. All the vaccine, colored red during production as a control measure, is tested, then stored in glass bottles until packaged into ampoules. Most drug companies will not say how much they have made. But they claim they can supply enough by mid-1956 to immunize every child in the U.S.



PACKAGED AMPOULES, each holding nine shots of vaccine and worth about \$15, move along production belt.

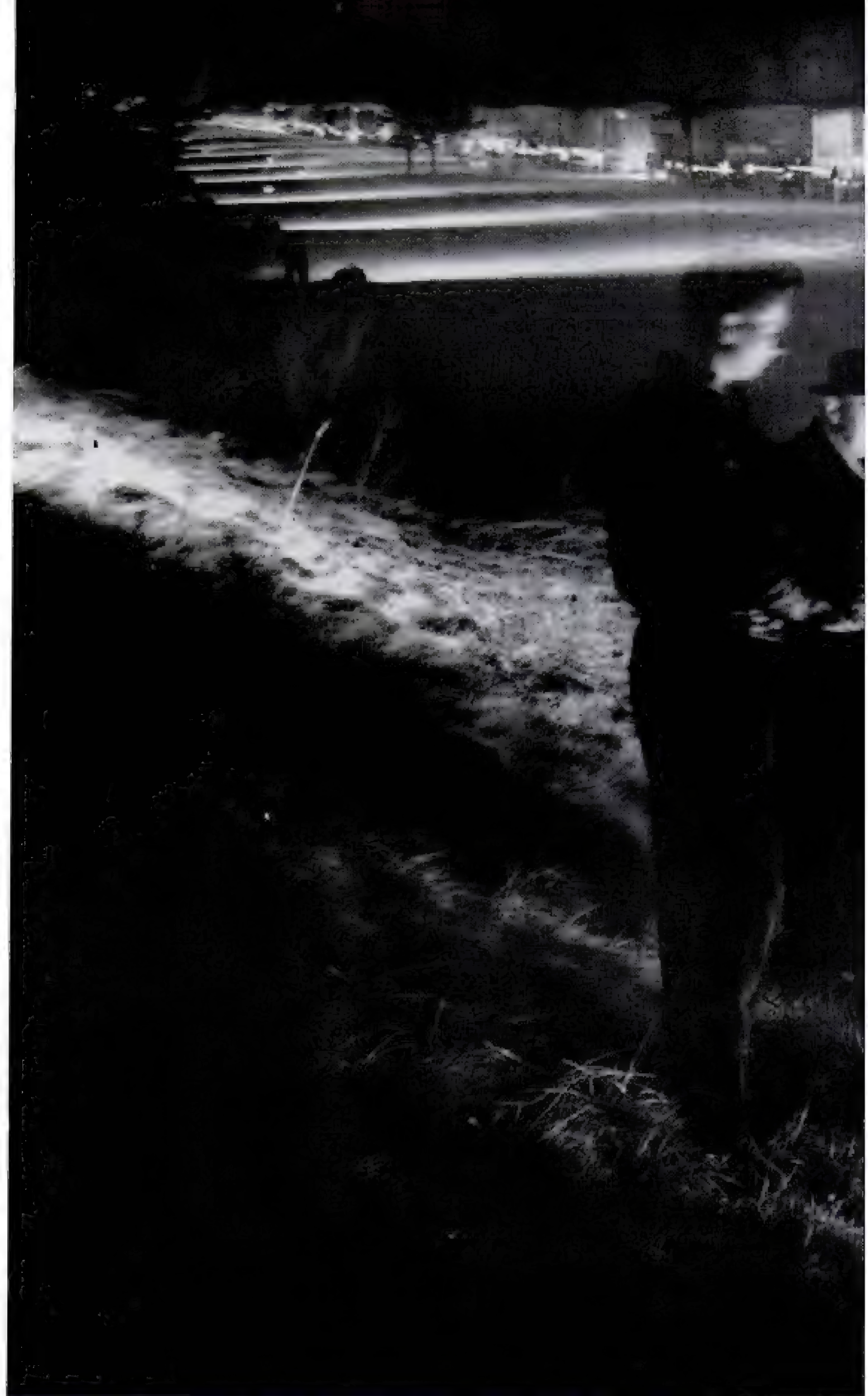


A LOOK AT THE WORLD'S WEEK



REUTHER READY FOR A FIGHT

At the United Auto Workers' convention in Cleveland, Walter Reuther (foreground) was elected president of the union for a sixth term. Signs flaunted U.A.W.'s fighting point, the guaranteed annual wage, which will be Reuther's objective in negotiations starting this week with General Motors and Ford. Under the plan, pay for layoff time would be made up partly by the companies and partly from unemployment compensation.



TUSSLE ON STREETS OF BRUSSELS

In Brussels horse gendarmes turned to sneak unhappy looks at some young Catholics about to pelt them with rocks and old eggs. The police were out to put down a riot of thousands of Catholics protesting the Socialist-Liberal government's move to cut aid to Catholic schools. After five hours the rioters gave up, pleased with the show they had put on. ▼





THE REDS CRANK UP ANOTHER BERLIN BLOCKADE

At Helmstedt, on the East-West German border, trucks bound from West Germany to Berlin lined up one evening, their drivers warming themselves at roadside bonfires, while Communist customs officers shuffled papers and delayed inspections. At midnight, when a higher schedule of road tolls took effect, inspections were restored to normal speed. The new

tolls boosted the cost of a round trip to the former capital from 40 to 240 marks (\$57). West Germany, on the alert for another Berlin blockade, thought the increase expressed both Red anger at West German rearmament and Red need for West German marks. As a countermove West Germany studied raising prices on goods it shipped to East Germany.





LUCKY LANDING AT SEA

As the Navy transport *Bayfield* pulled up to the tiny raft in the Pacific, crewmen were prepared for the worst. An airliner bound for Hawaii with 23 passengers and crew had lost an engine at 10,000 feet and come down 25 miles off the Oregon coast. Three life rafts were launched

and nearly all the group clambered aboard. All had escaped the plane. Two crew members and a passenger perished in the icy water and one man, exhausted and oil-drenched, died after he was taken aboard a raft. But 19 of the 23 were saved after a frightening experience.



PAT FOR A PACT

Signing a major union contract, Montgomery Ward's Sewell Avery patted A. F. of L. Teamsters' Dave Beck. The pact averted a strike that would have hurt Avery in his fight with Wolfson (*LIFE*, April 4). Beck indicated the union would vote its Ward shares for Avery.



Last week President Eisenhower faced a tense press conference. Right off, a reporter asked about Admiral Carney's prediction that the invasion of Quemoy and Matsu islands was

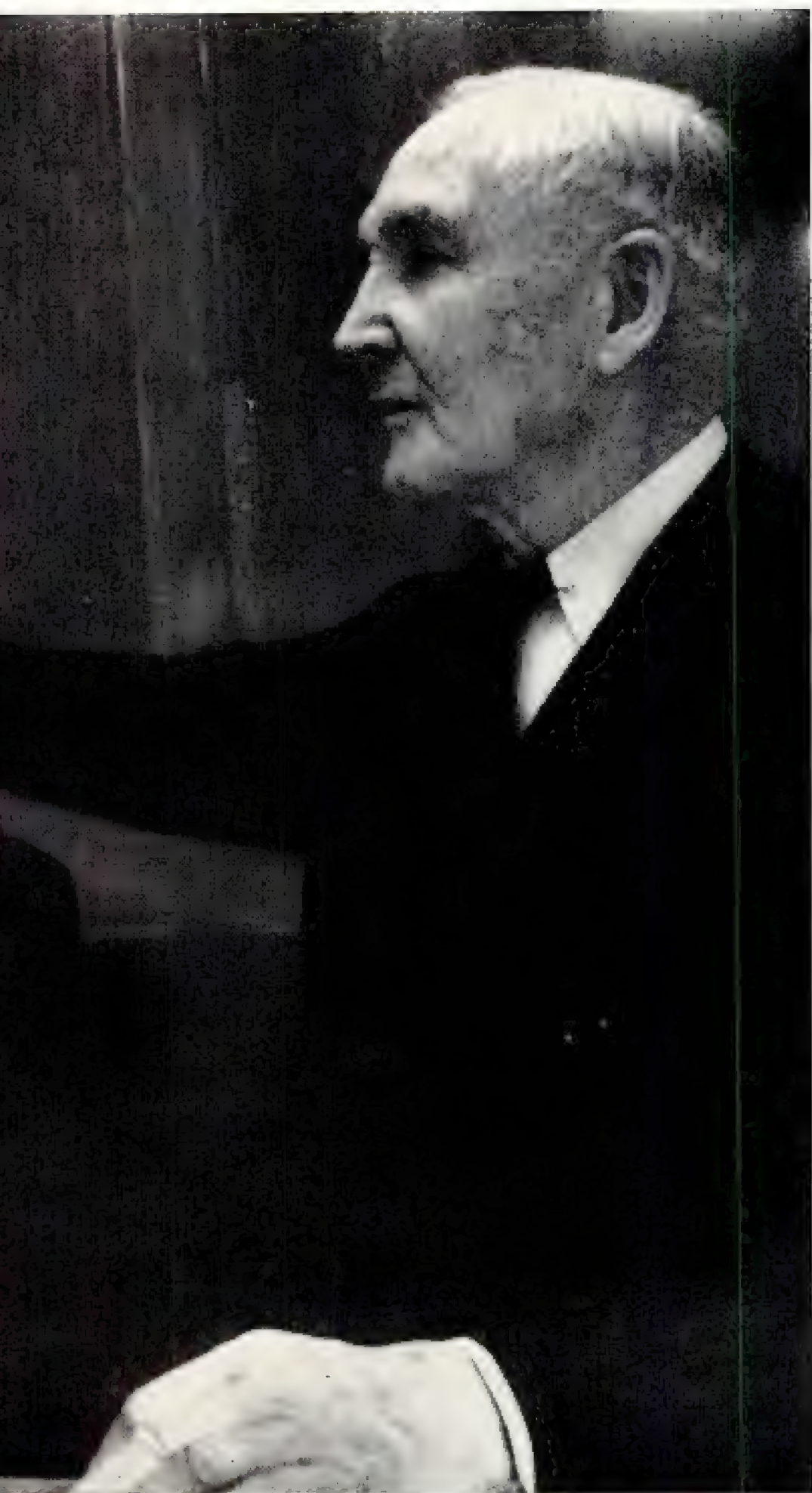


EXPRESSIONS OF MAN WITHOUT A CRYSTAL BALL

imminent. The President listened (1), then replied (2): "None of us possesses a crystal ball," added he did not believe that such speculation served "the tranquility of the world."



Turning to the nomination of a reportedly job-hungry Republican to the AEC, he said that answering would be like defending yourself against wife-beating (3). Then, returning to

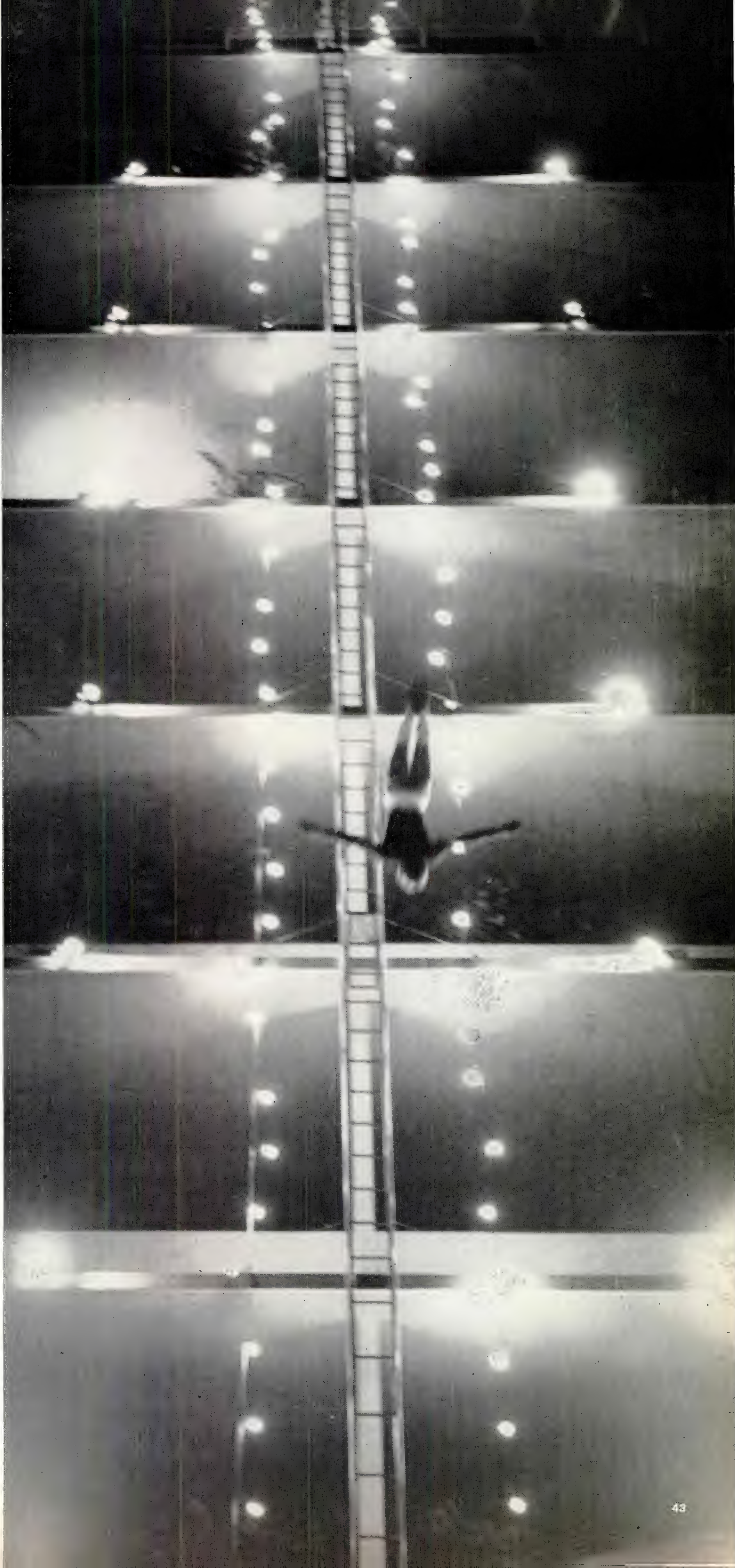


DIVE IN THE DARK

Starting from a platform locked on a ladder at the fifth floor of Panama's El Panamá hotel, a participant in a professional high-diving exhibition flashes down between lines of lights. He plopped safely into a tiny portable tank, 22 feet in diameter and only 6 feet 10 inches deep. →



the original topic as a reporter complained that Administration news came too often from other sources, the President said (4) any reporter was free to ask any question of substance.





ELEGANT TABLE is set at Italian Embassy for banquet. Scelba sat in center at right, facing Ambassador Manlio Brosio, the host. Martino sat at end nearest camera, with Mrs. Earl Warren on his right. Her husband, Chief Justice Warren, sat at other end of table. Seating list for 40 is in foreground.



SOMBER NOTE is struck by Scelba in National Press Club talk in Washington. He warns "integration or disintegration" are only choices for Europe.



LIVELY WHITE HOUSE INTERLUDE—SCELBA SHOWS PENKNIFE TO DULLES AS PRESIDENT EISENHOWER

A PREMIER'S THANK-YOU CALL

Scelba makes friends for himself and Italy on his first U.S. visit

Of the scores of foreign rulers, prime ministers and heads of state who have visited the U.S. since the end of World War II, few have been more widely welcomed than Premier Mario Scelba of Italy. Arriving last week for his first visit to America, with an official party that included his wife and Foreign Minister and Signora Gaetano Martino, Scelba defined his mission: he wanted to express his government's gratitude for the spiritual and material help of the U.S. in Italy's economic, political and moral resurgence, and to do some sightseeing.

He did both assiduously, proving an adroit diplomat as well as an enthusiastic rubberneck. At conferences with President Eisenhower, Secretary of State Dulles and other U.S. officials, and during a whirl of luncheons, dinners and receptions, the bouncy little premier, speaking in mellifluous Italian, gave unstinting praise to America. Scelba's success in making friends for himself and Italy on his thank-you call achieved something else of importance: it impressed constituents back home where he rules over a shaky anti-Communist coalition.

FLURRY OF FLAGS waved by schoolchildren greets hatless premier on visit to a Brooklyn garment factory where most of the workers are of Italian descent. Scelba made a speech in Italian. →



CHATS WITH AMBASSADOR CLARE BOOTHE LUCE. STANDING (LEFT, RIGHT) ARE MARTINO AND BROSIO



CLUTCHING THE BARRIER on 86th-floor observation terrace of the Empire State Building, Seelba gets a tourist's-eye view of upper Manhattan Island.



A MAN OF MANY INTERESTS AND TALENTS



YOUNG BERTIE (right), and brother Medill, who died in 1925, had an iron-willed mother, Kate McCormick.



EXPLORER, Bertie sailed to Arctic in 1901 during a vacation from Yale. This picture is from his scrapbook.



CITY OFFICIAL, McCormick directed Chicago's sewage disposal project under Mayor Edward F. Dunne (left).



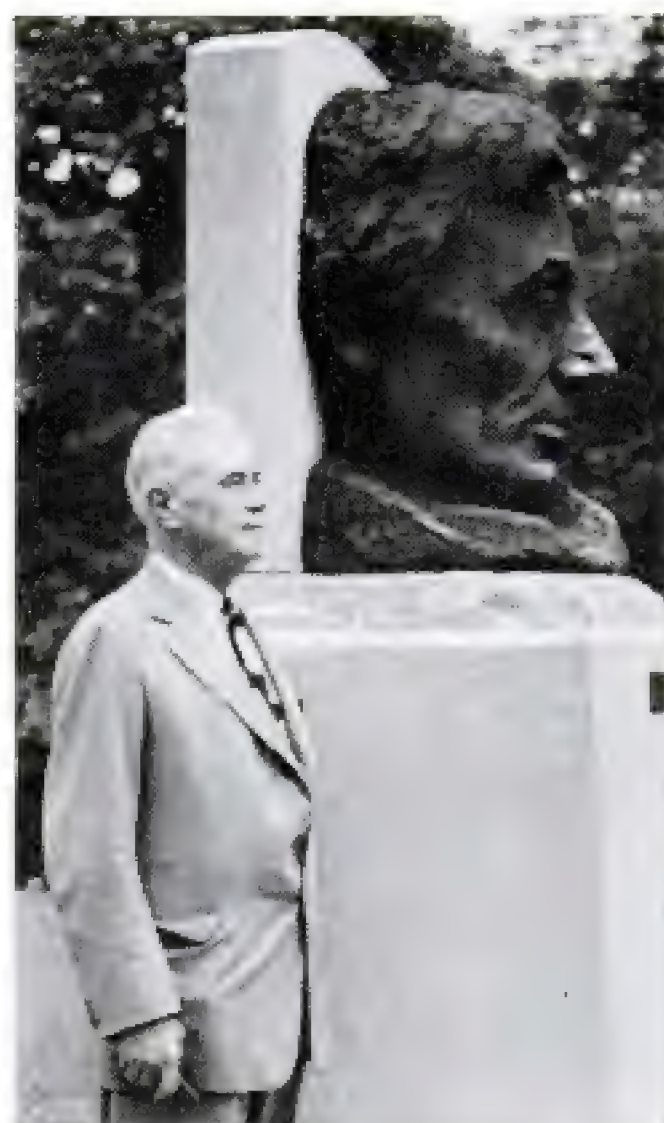
SOLDIER, Colonel McCormick saw action in 1st Division field artillery in 1918. He stands before headquarters.



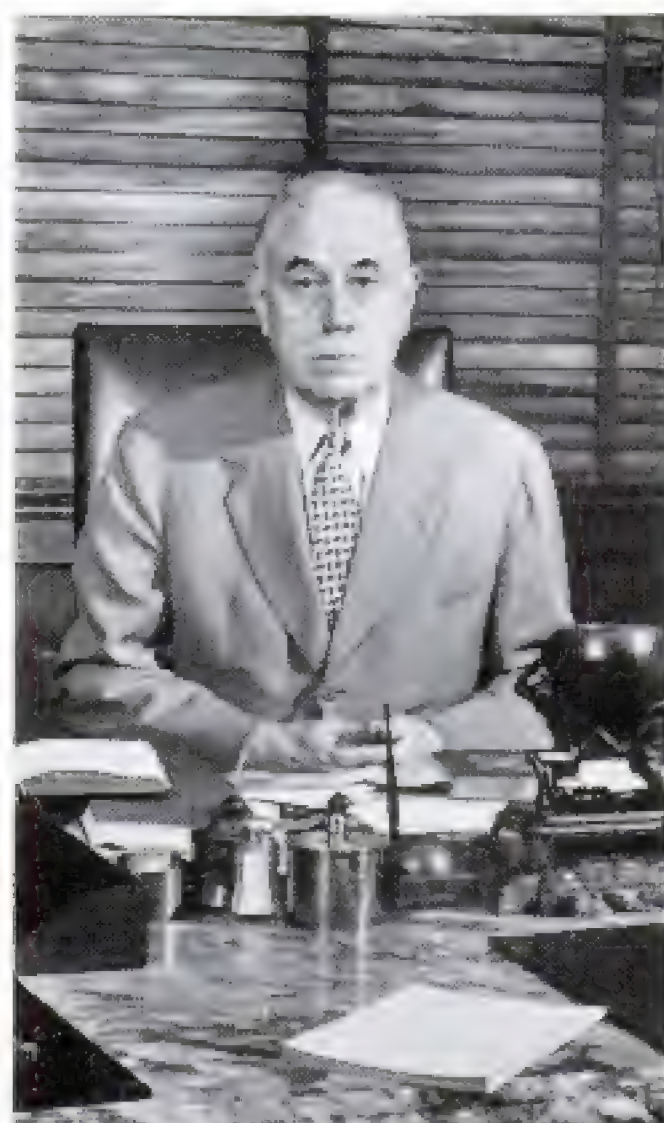
AVIATOR, Bertie had just made spin over Lake Michigan in new amphibian when picture was taken in 1929.



BRIDEGROOM, the colonel married divorcee Maryland Hooper in 1944. His first wife had died in 1939.



HISTORIAN, colonel idolized Lincoln, whom grandfather, early *Tribune* editor Joseph Medill, had backed.



EDITOR, McCormick ran the newspaper from his marble-topped desk in paneled office in *Tribune* Tower.



POLITICIAN, colonel was a delegate to 1948 G.O.P. convention, walked out when Taft lost the nomination.



TRAVELER, McCormick was given a tribal robe in Liberia and made honorary chief on 1952 tour in his plane.



HIS WIDOW stands beside Oriental sculpture in front of the columned entrance of their Georgian mansion.



AT HALF STAFF flag flies atop the Gothic spire of Tribune Tower. Colonel laid cornerstone of tower in 1920.



FOND MEMENTOS of the colonel form a tableau on the lawn of the house where he died. Tribbie, a Yale bulldog, was a gift of the *Tribune* staff. The

colonel's division took the fieldpiece from the Germans in World War I and helped in the capture of Cantigny, after which he named this 700-acre estate.

THE 'TRIBUNE'S' COLONEL DIES

A rich and full life ends at 74
for Robert Rutherford McCormick

The death of Colonel Robert Rutherford ("Bertie") McCormick, at 74, in his sleep in his manor house at Wheaton, Ill., closed last week a career that was the last great bulwark in the U.S. of personal journalism. The trumpeting *Chicago Tribune*, of which he was editor and publisher, was his creature. It was a mirror of his genius—his uncompromising individuality, his headstrong, fiercely partisan personality, his rambunctious energy and even his towering, muscular structure.

McCormick came of a newspaper family. His maternal grandfather, Joseph Medill, had built up the *Tribune*. (A great-uncle, Cyrus McCormick, invented the reaper.) Two cousins were successful editors and publishers—Joseph Patterson of the New York *Daily News*, Eleanor ("Cissie") Patterson of the Washington *Times Herald*. Continuing Medill's policies, McCormick maintained an ultraconservative and isolationist paper, running counter to the trend of the country since the Thirties. But he also made it one of the liveliest, best-printed, most readable and most profitable dailies in the U.S. With a circulation of almost 900,000, it spread over the five Midwestern states the colonel liked to call Chicagoland.

The colonel's death, after a two-year illness, came only two days after the death of another famous publisher, Joseph Pulitzer II of the St. Louis *Post Dispatch*. The *Tribune's* staff mourned their chief with the cartoon below which, with its unabashed sentiment and old-fashioned military spirit, kept up the traditions that the colonel had established at the *Tribune*.



McCORMICK'S MANDATE to editors he trained is expressed on the *Tribune's* front page in a black-bordered cartoon published the day after his death.

CHRIST SHOWED THE WAY BY BEING IT—'THE WAY, THE TRUTH, AND THE LIFE'

Spring has come again, with its eternal miracle of new life from old, of rebirth and regeneration. Wherever it appears on Earth's weary and fear-lined face, this miracle brings a new sense of hope to all men. Whatever his creed, everyone who examines a single budding leaf, a single upshoot of green can sense the presence of a Creator and feel a sharper awareness of Him.

Easter, A.D. 1955, finds men's lives touched also with a universal sense of hunger, of some great lack which makes material gains seem to crumble even in the getting and makes men grope for a greater spiritual content and meaning to their lives. The statistics of their groping are all about us, as Paul Hutchinson recites in his article on page 138. Hardly a day passes without a new expression of it. Anne Morrow Lindbergh goes away by herself, seeking, in solitude, a way out of the "torn-to-pieces-hood" of mechanized life that makes modern woman feel "like a telephone exchange or a laundromat." In *Gift From the Sea* she tells how these quiet hours of inward searching made her feel "melted into the universe, lost in it, as one is lost in a canticle of praise swelling from an unknown crowd in a cathedral." We must turn inward for strength, she discovers, for "the Kingdom of Heaven is within." Thomas Merton's *No Man Is an Island* speaks of each man's need of "full discovery of who he himself really is." Many a man is secretly or openly engaged in the same search, the search for what Thomas Wolfe called "a stone, a leaf, a door . . . the lost lane-end into Heaven."

But where is the door? Is it in the chronic optimism of "positive thinking"? Mr. Hutchinson's article makes clear the limitations of this "cult of reassurance." Is it in the commercialization of religion, represented most recently by the blaring ads (RELIGION CAN BE FUN) for the movie of Peter Marshall's life? No, even though God may be good box office, Christ taught sacrifice as the road to spiritual riches. But what door did He show? "I am the way," He said, "the truth, and the life: no man cometh unto the Father but by Me."

That is surely a simple statement, yet few words present more difficulties for the modern mind. Does it mean that one church only, or one faith only, is the way to God? Taken literally, it would damn all those saintly men who have reached God through other religions—the way of the Tao, of Hinduism, of Gautama or Mohammed. A God so parochial as to exclude these alien saints from His kingdom does not sound like the God of mercy whom Christ preached.

As readers of LIFE's series on the Great Religions are aware, Christianity is not the only framework of a truly spiritual life. The comparative study of the higher religions breeds respect for them all and has led learned men to find in all of them "some truth." Toynbee, for instance, thinks they are variations on a single theme, so that if all the "components of this heavenly music of the spheres could be audible on earth simultaneously, and with equal clarity, to one pair of human ears, the happy hearer would find himself listening, not to a discord, but to a harmony."

The diversity of religions shows the diversity of human experience, but it does not prove the diversity (still less the relativity) of God's truth. Every society and individual confronts the eternal mystery on the narrow road of its own time-shackled life. Thus while a Toynbee finds his key to the mystery in the fateful interplays of history, a physicist, who knows it takes 20 billion electrons to equal the weight of a single snowflake, may see God's poetry in a different way. So with societies: the religions that bind them, the churches

they support, the rites they perform are at best *analogues* of ultimate truth, gropings toward God that fall short because all the works of human understanding, even the grandest, are "dogged by failure" and anchored in dust.

But this is no reason for viewing these analogues either with equal indifference or with equal respect. Since the human quest for truth is never ending, some men and some societies inevitably achieve more of it than others. Spiritual understanding is not rained down equally on us all like mercy; it is rather a plant that grows with tending, and the price of its finest flowers is not only the grace of God but the effort of the mind and will.

There are people who, as the actor Danny Thomas said in a speech last week, "want an affidavit from God that He really exists. They want the sunshine and the rain, the things that grow, the majesty of the earth . . . to appear before a notary public and swear that there is a purpose behind them." There are perhaps even more people who, having discovered a natural piety in themselves, nevertheless defer the further quest for religious truth by rationalizing their own lethargy of spirit. One of these rationalizations is the complaint that none of religion's organized forms is sufficiently universal. Such people aspire to be nothing less than Toynbee's "happy hearer"; confusing truth with theological latitude, they demand the merger of faiths into a world faith before they will believe in any. In effect they are more Hindu than anything else and could profitably start their pilgrimage at once within the broad, vague boundaries of that syncretic faith. But ours is a Christian society and this is a Christian holiday, and it is the time and place to re-examine the faith God gave us.

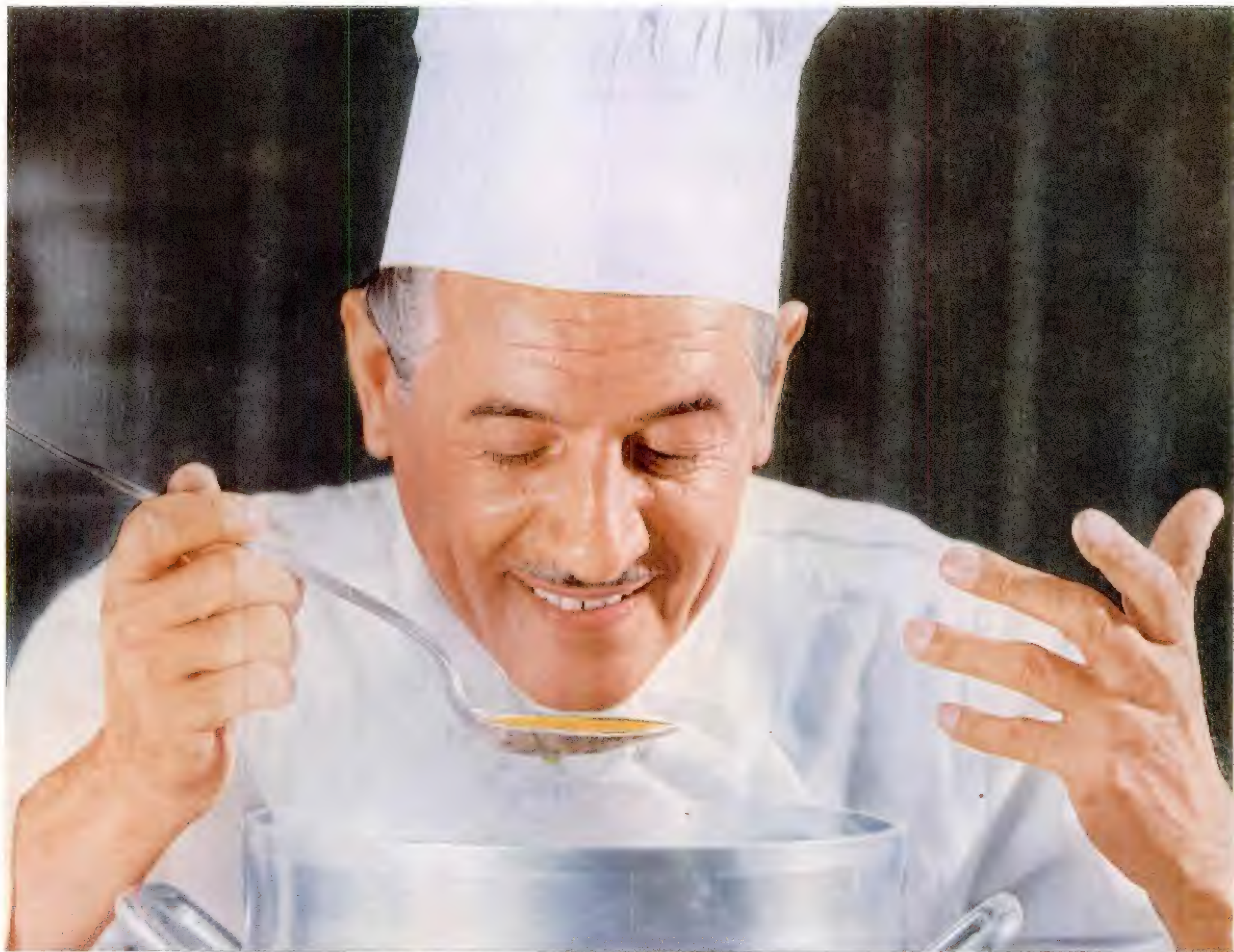
We know from the words of Jesus that it is God, not man, who initiates the human experience of religion. He loved us before any of us loved Him. He calls us all every day and our responses vary not only with our social conditioning but with our knowledge and our will. In His house are many mansions. But it is one house; and Jesus Christ is the divine Son of that house. Anyone who has heard God's call through Jesus cannot ask, cannot conceive, a more authoritative introduction to eternal truth.

The call comes to Christians not through any merits of their own. It comes by many means. To a very few it may come by inspired revelation. To most Christians it comes as "the faith of our fathers" handed on, generation after generation, through church and family. However he hears or hears again the call, whether at his mother's knee or at the sacramental altar or in the depth of the beauty of spring, the Christian's call is, first of all, a call to duty—to the study of the scripture, to the practice of the commandments, to prayer and worship, to charity and the way of the Cross. Only as the paths of duty are followed, by God's grace, comes the reward: "I have fought a good fight, I have finished my course. . . . Henceforth there is laid up for me a crown of righteousness . . . and not to me only but into all them that love His appearing."

The Christian life leads, day by day, to praise and thanksgiving and joy and peace. It leads there because the door is open to it—a door opened, once and forever, by the Christ who shared human life, suffered, died and rose again. He opened the door. He showed the way by being it. For that reason the Christian truth is teachable, the Christian faith is believable, the Christian life is livable. And so it is that above all on Christmas and Easter, the Christian sings, "Praise God from Whom all blessings flow."

Voilà!

Batch 103 Did It!



Campbell has a staff of French chefs who continually try to improve the flavor of Campbell's Soups. This is so hard to do that even a small success gets them quite excited.

Some of our experts at Campbell make a career out of finding fault with things that most people find quite satisfactory. When you open a can of Campbell's Vegetable Beef Soup, for instance, you'll be glad they do.

Campbell's Vegetable Beef Soup has always been a good soup, and a popular one. But, sometime ago, our people decided that we needed to bring out just a touch more of the true flavor of the good beef stock. So Campbell's French Chefs went to work.

The Chefs made one batch of soup after another. As they finished each one, they rolled the soup over their educated taste buds, shook their heads and tried again.

It wasn't until the 103rd batch that they finally achieved a blend of beef and vegetable flavors that made the Chefs look at each other happily and say, "Voilà!" (Rough translation: "This is it!")

This kind of work goes on all the time at Campbell. Sometimes it takes less than 103 batches, sometimes it takes many more. We tell you about it because it's typical of the infinite patience and care with which Campbell works to make sure you can be proud to serve any food prepared in Campbell's Kitchens.

As we always say at Campbell:
"To make the best, begin with the best—then cook with extra care."

*"We blend the best with careful pains
 In skillful combination,
 And every single can contains
 Our business reputation."*



Campbell's

Soups • Tomato Juice • Tomato Ketchup
 Pork & Beans • V-8 Cocktail Vegetable Juices
 Franco-American Products



THE FRENCH HAVE A PHRASE FOR IT:—"Concours d'Elegance"—a competition in automotive style and luxury. Here, against the background of a "concours" at California's fashionable Pebble Beach, is the new Chevrolet Convertible—a car that fully reflects, in line and spirit, the great tradition of custom car design.



BLUE-RIBBON BEAUTY

that's stealing the thunder from the high-priced cars!

Wherever outstanding cars are judged . . . for elegance, for comfort, for beauty of line and excellence of design . . . a surprising thing is happening. The spotlight is focusing on the new Chevrolets with Body by Fisher!

Surprising—because Chevrolet offers one of America's lowest-priced lines of cars. But not really astonishing when you consider that its team of internationally famous engineers and stylists spent three years creating the 1955 models, and that they had just one goal—to shatter all previous ideas about what a low-priced car could be and do.

The unparalleled manufacturing efficiency of Chevrolet and General Motors provided the *means*—and that's why you have a low-priced car that looks like a custom creation,

from the crisp, clean grille to the high-poised taillights, from the tubeless tires to the broad crystal arc of the Sweep-Sight windshield. That's why you get the thistledown softness of Glide-Ride front suspension—but married to the sports-car stability of outrigger rear springs. That's why you can choose between a hyper-efficient 162-h.p. V8 engine, with the shortest stroke in its field, or two brilliant new 6's. That's why Chevrolet's array of extra-cost options includes every luxury you might want—Powerglide, Overdrive, Power Brakes and Steering, even Air Conditioning on V8 models. And that's why you should try a Chevrolet for the biggest surprise of your motoring life! See and drive the motoramic Chevrolet at your Chevrolet dealer's!

See Your Chevrolet Dealer



NEW APPLE JELL-O

Now there are seven delicious flavors! Jell-O's latest has a bright, refreshing taste—
a magnificent golden color! It's a sensation for salads (and for desserts)!

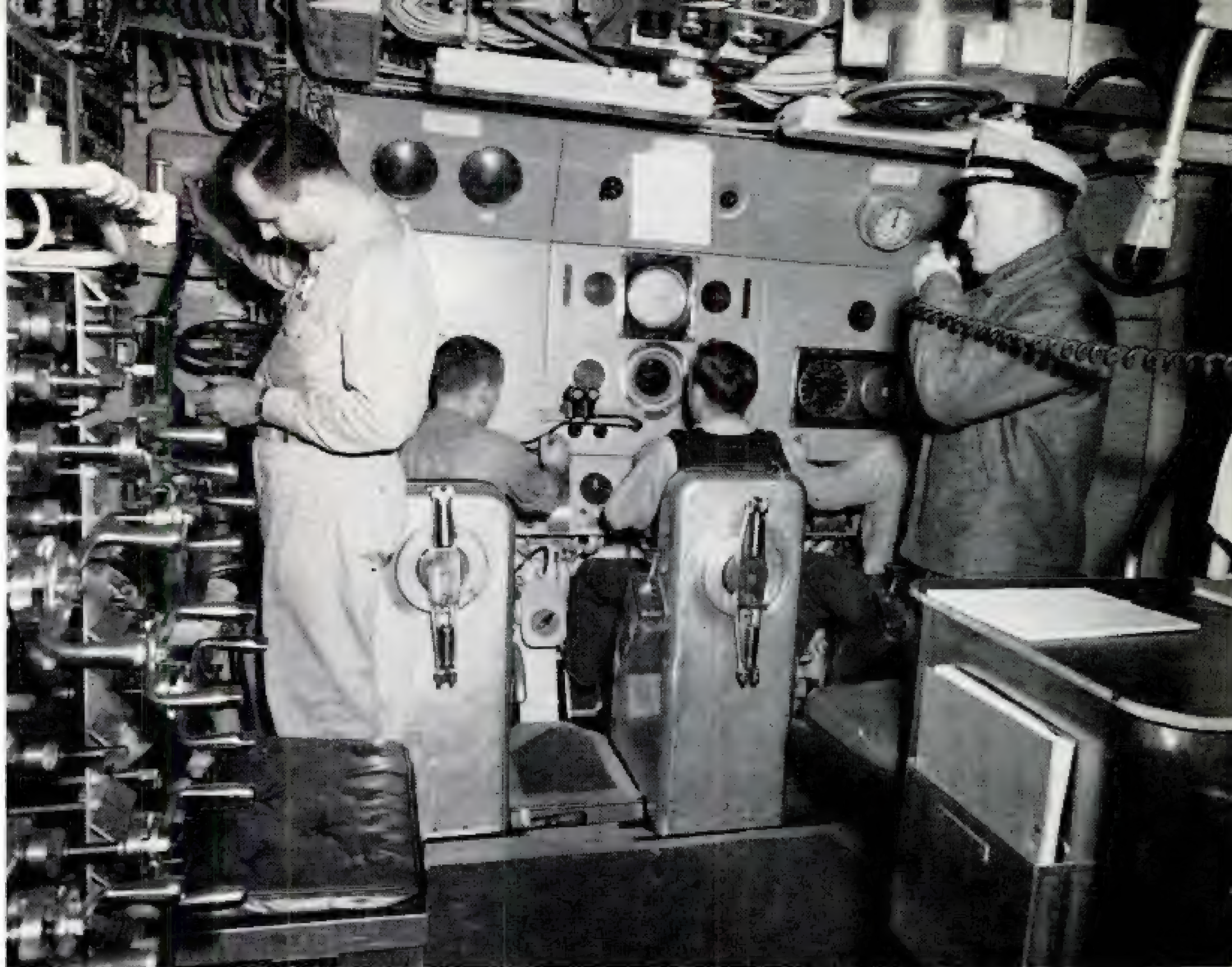


JELL-O IS A REGISTERED TRADE-MARK
OF GENERAL FOODS CORP.



Tonight?

WHAT IT'S LIKE TO DIVE IN THE ATOM SUB



IN CONTROL ROOM during a dive, diving officer (right) talks over the sub's announcing system to

the crew. Sailors (left to right) control the ballast tanks, stern planes, rudder and speed, bow planes.

Nautilus' history-making shakedown cruises produced tense moments, some tense congressmen

by CLAY BLAIR, JR.

In the three months since her initial sea trial in January, the U.S.S. Nautilus, the world's first atomic-powered submarine, has cruised more than 3,000 miles, hundreds of them spent under water in the course of 69 dives. The Navy has termed her performance during these trials "revolutionary, exciting, and amazing." On the basis of information obtained from congressional and Navy sources, including a press conference last week, LIFE presents this report on the performance and potentialities of the Nautilus.

ON the first trip of man's first atomic vessel there was a moment when her commander feared that she might not get fully underway. When she did get under way her manner of propulsion wasn't exactly the one that the Navy and the scientists had spent years planning.

At 11:00 a.m. last Jan. 17, under the eyes of a hundred or so naval and civilian experts, the commander of the *Nautilus* gave the order to cast off. Six weeks had been spent in simulated operations while the sub was moored at her Groton, Conn. dock—and months had been spent in "dry runs" in a mockup of the hull in the Idaho desert. As her lines were pulled in, the *Nautilus'* foghorn gave a long blast. The submarine escort vessel *Skylark*, her decks crammed with newsmen and naval observers, stood by. The 88 crewmen, 12 officers and 50 naval and civilian observers aboard the *Nautilus* felt her move slowly astern into the Thames River.

As she neared midstream, Commander Wilkinson heard the voice of Chief Engineer Lieut. Leslie D. Kelly on the intercom: "There's a rubbing sound in the starboard shaft." The noise could mean trouble in one of the boat's two main turbines, driven by steam from the atomic reactor. It could mean trouble in the intricate gear box that conveyed power from turbine to starboard propeller. He ordered the starboard turbine shut down and switched the starboard shaft to what is known as "reactor creep," using electric power drawn from a generator driven by the reactor.

Standing tensely by was Rear Admiral Hyman G. Rickover, the man who had conceived the atomic sub and rammed its construction through Washington despite service and civilian objections. Rickover hurried below to look into the trouble as the *Nautilus* proceeded out

toward Long Island Sound under her port turbine alone. Later the engineers discovered that the mechanical trouble was ridiculously minor—just a loose screw rubbing on a reduction gear casing. The only acute problem during the remainder of the first cruise on the Sound turned out to be finding bunks and food for 150 people in quarters designed for about 100. Sleeping and eating had to be done in shifts. Executive Officer Dean L. Axene said, "We all got to know each other very well."

On Jan. 20 the sub was ready to leave port again for the test that might show up defects far more serious than a loose screw: her first dive. For this she steamed out beyond the shallow waters of Long Island Sound toward Montauk Point, Long Island. Twelve-foot seas were breaking over the escorting *Skylark* as the *Nautilus* was readied for the dive. Any error in construction, any error in the training or organization of the crew could lead to disaster.

It was 1:30 p.m. The boat had slowed down until she was barely moving. All hatches and sea valves were shut tight. On the "Christmas tree" in the control room all lights showed green, for "valves closed." High pressure air was forced into the boat's interior and at this moment the

most important instrument aboard was a barometer. Watching it anxiously was Diving Officer William H. Layman. If the barometer reading went up, everything was tight. The barometer rose. At 1:39 Layman ordered the ballast tank vents opened and the sub started down.

The sailors around Layman in the control room looked tense. Suddenly the word was passed: "Fire." In quick succession two minor electrical fires had broken out, one in the control panel for the sub's snorkel breathing device, another in an engine-room electrical panel. Both were under control in seconds. "It was no more serious than blowing a fuse," said the undisturbed Rickover afterward.

In seven minutes the *Nautilus* was completely submerged. During the next hour the crewmen agreed that with her airplane-type control sticks she moved easier than any submerged sub they had ever been aboard. In the next four days the *Nautilus* made 49 more dives in the comparatively shallow (100 to 150 feet) waters off Long Island.

A month later, after a layover in Groton for



THE "NAUTILUS" UNDER WAY NEAR LONG ISLAND

No more tears

from "soap in the eyes"



NEW

BABY SHAMPOO

WON'T BURN
or IRRITATE eyes!

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Atom Sub CONTINUED

routine maintenance, the *Nautilus* was far out in the Atlantic for a much stiffer test: deep submergence. As she went down farther and farther, Navy scientists aboard checked at each step of the way for leaks or weaknesses that might be caused by the tremendous weight of the ocean overhead. How deep the *Nautilus* went is one of the Navy's closest secrets, but speculation is that the *Nautilus* can easily go to 1,000 feet—300 deeper than her conventional sisters ordinarily travel under battle conditions.

Meanwhile in the Capitol an anxious eye was being kept on the *Nautilus*. Early in March, Representative Melvin Price got up at a meeting of the Joint Committee on Atomic Energy to announce: "The next meeting of the committee will take place at 11 p.m. March 20 at an undisclosed depth off the east coast of the United States."

This news threw Wilkinson's crew, by now pretty well relaxed as to what their boat could do, into a slight case of jitters. As the 12 senators and representatives filed aboard on the 20th, the officers of the *Nautilus* felt the way they had before the first dive. As Bourke N. Hickenlooper of Iowa came off the gangplank, a young officer stepped smartly forward to greet him: "How do you do, Senator, my name is Lieutenant Hickenlooper."

The lawmakers were not totally at ease either. As the *Nautilus* put out to sea several of them could be seen sneaking oblique glances at the radiation detectors each had pinned in his lapel. The scale on these gadgets registers from 0 to 300 milliroentgens of radioactivity. The highest reading any senator noticed during the cruise was 2. After he had left the sub, Senator Anderson noticed that his read 10. Scientists say that it is easy for a suburbanite working in his garden on a warm sunny day to absorb 200.

By the time the committee members had eaten an "atomically cooked" turkey that evening they were sufficiently at ease to crack a few of the bad jokes of men making light of danger.

"I'll guess we'll have to call this a 'sub' committee," said Price. California's William Knowland topped him with, "This will undoubtedly be the deepest thinking congressional committee meeting ever held." Later, at a question and answer session, Rickover topped them all when the ship went into a sharply tilted undersea turn: "I want you to know that at this point I am giving you slanted testimony."

But the committee members did a lot more than make puns. They were seriously at work learning about this astounding mechanism whose construction they had made possible, and everything they saw impressed them immensely. Several of them sat down at the control sticks to marvel at the ease with which the 300-foot vessel could be guided along at record-breaking, long-distance underwater speeds of over 25 knots.

They poked into the crew's quarters and saw the amenities made possible by the boat's lack of bulky batteries and diesel-propulsion engines which take up nearly a third of the room inside a conventional sub's pressure hull. Gone are the usual skull-cracking pipes and protrusions and the crowded ladders and passageways. Gone are the smell, grime and noise of diesels. Each crewman has a comfortable bunk with foam-rubber mattress. Bulkheads are painted eye-resting



DURING CONGRESSIONAL CRUISE two enginemen descend from attack room to the control room via the "grand staircase" (left) which in the roomy *Nautilus* replaces the skimpy ladder of conventional submarines. Center picture: Joint Congressional Committee on Atomic Energy, headed by Senator

browns and greens, with special lights to further reduce eyestrain. The *Nautilus* is so roomy that she even has a special stairway from her control room to her attack room just above it in the equivalent of the old conning tower. The mess hall can be converted to a miniature movie theater. (On the eve of her first trial the feature was *Scared Stiff*; during the trial it was *Cruising Down the River*. "We can't get 20,000 *Leagues Under the Sea*," Executive Officer Axene said. "No room for CinemaScope.")

Late that evening the senators and representatives gathered to learn just what the *Nautilus* can do and what her atomic sisters, of which six are now in the building or planning stage, *might* do. As the briefing session went on, the lawmakers were told that the *Nautilus* had just broken a record for operating longer at higher speed submerged than any other submarine. Senator Gore asked Rickover just how many days the *Nautilus* could proceed under water at full speed. The admiral answered, "Indefinitely. Long enough to go the distance around the world, and the answer would still be 'indefinitely.'"

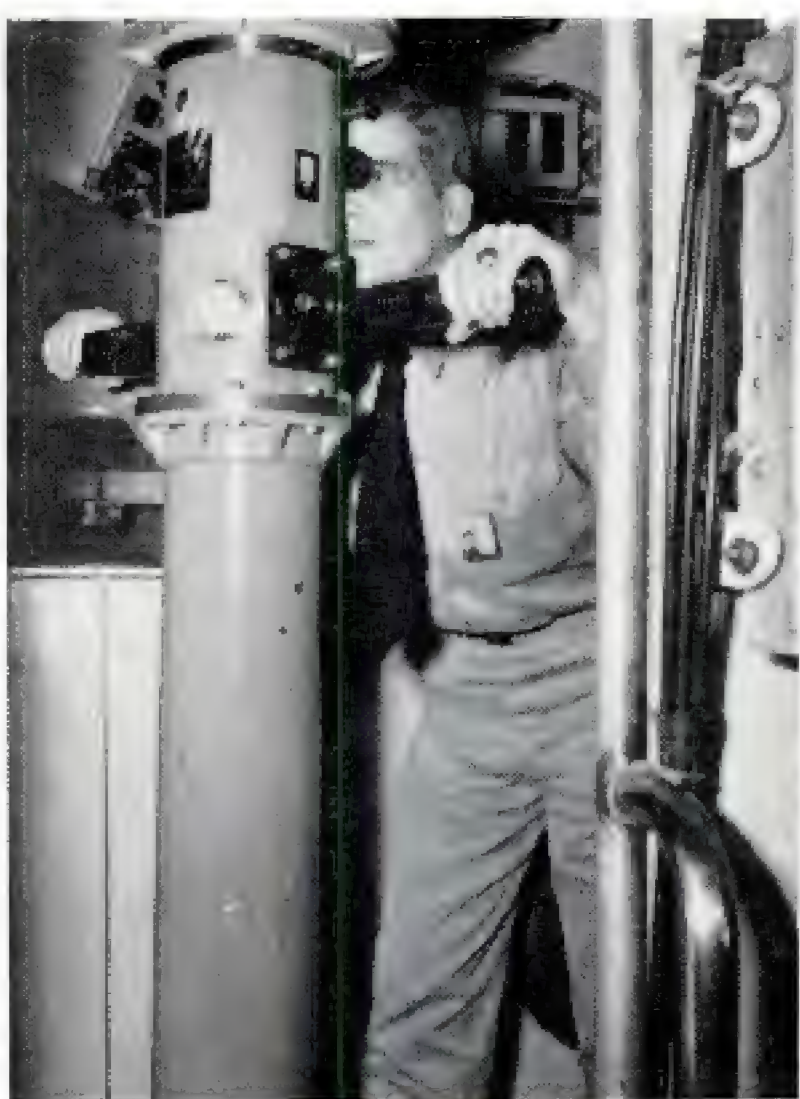
The committeemen digested this piece of information and considered its implications: World War II submarines could proceed submerged at their 9-knot top speed for only an hour before their batteries were exhausted and they were helpless against the tracking destroyers. The *Nautilus* will not only be able to escape at speeds almost as fast as the destroyers', but its great diving range will enable it to take refuge in the submariner's "foxhole": the cold layers of water through which no tracking vessel's sonar "ping" can penetrate. Her own speed and endurance will indeed make her a superb weapon against conventional undersea craft. She will be able to carry out swift commando and reconnaissance missions against enemy shores. But her most dramatic possibilities lie in her use as a guided missile sub, firing long-range nuclear weapons from under water against enemy convoys and naval formations at sea and enemy cities and military installations on land. Such missiles are under development, but still in the future.

When the enthusiastic congressmen had gotten back to Washington, they had but one criticism—and that one is shared by the *Nautilus*' crew. They felt that there was one sort of atomic sting with which the *Nautilus* could and should be provided right now.

"It frankly strikes me as ironical," said Committee Chairman Clinton P. Anderson (D., N. Mex.) on the Senate floor, "that a vessel of this type, equipped with a revolutionary atomic power plant, should be armed with conventional torpedoes little improved over the torpedoes of World War II. . . . An atomic submarine must have atomic armaments."

Aside from atomic torpedoes, Anderson felt the Navy desperately needed only one other thing: more atomic submarines.

"... the atomic submarine," he said, "will be the capital ship of the Navy of the future. It seems to me . . . self-evident that a decade from now the conventional submarines of today will be . . . replaced almost entirely by atomic submarines. It seems to me self-evident in addition that our Soviet rivals will do everything in their power to best us in the struggle for underwater supremacy—which means supremacy in atomic submarines."



Clinton P. Anderson of New Mexico (seated, rear left), holds a formal session in the wardroom and listens to a detailed briefing by Rear Admiral Hyman G. Rickover (seated, second from right). In the picture at the right, Executive Officer Lieut. Dean L. Axene, peers through the *Nautilus*' periscope.

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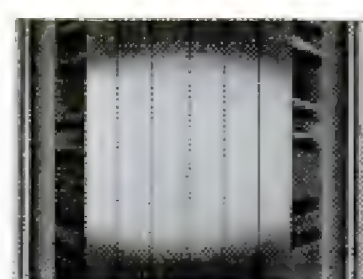
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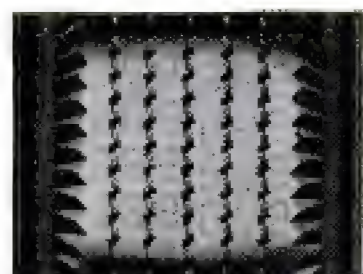
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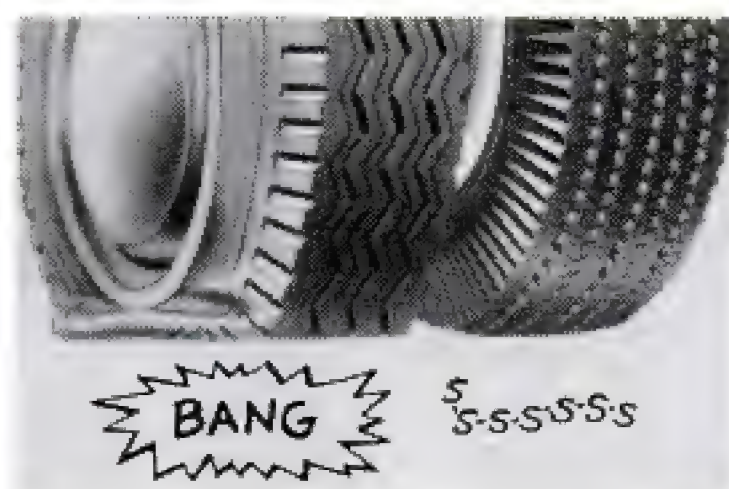
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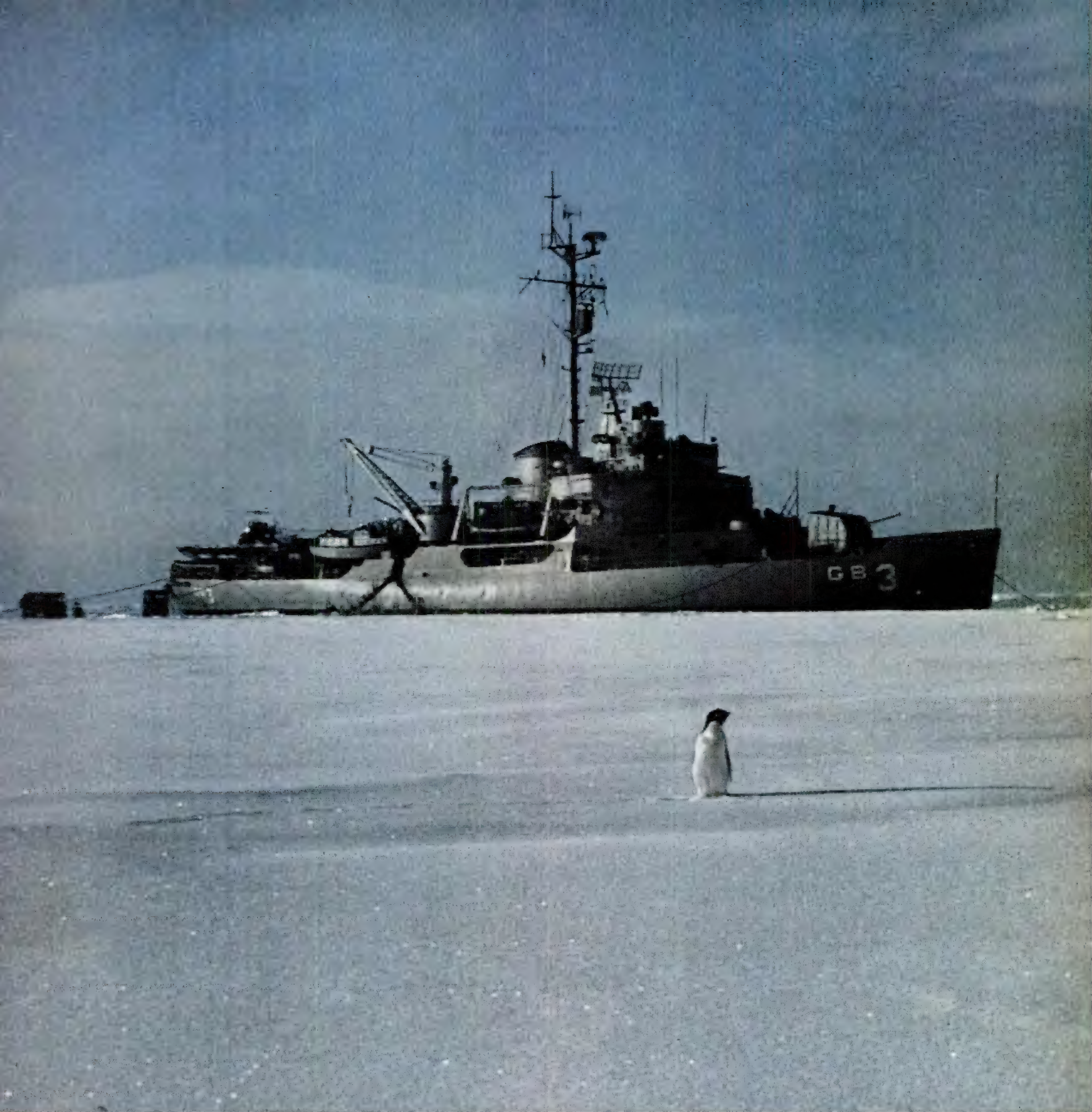
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IN THE SLANTING RAYS OF THE ANTARCTIC SUMMER SUN A LONE PENGUIN STANDS NEAR THE U.S.S. "ATKA," MOORED TO THE ICE NEAR LITTLE AMERICA

A PREVIEW FOR ANTARCTIC PENGUINS

Visit of U.S. Navy ship breaks way for international expedition to last unexplored continent

The strutting penguins of the Antarctic, seldom bothered by anybody on their comfortless continent, were given a taste of what was in store for them recently when they were visited by the Navy's icebreaker U.S.S. *Atka*. The ship came as a prelude to the first systematic exploration of Antarctica, planned as part of the International Geophysical Year beginning in 1957, when terrestrial and

meteorological measurements will be made simultaneously all over the earth, including the South Pole. Discovering that shifting ice had damaged Little America, the *Atka* steamed 5,500 miles, half way around the frozen continent, searching for suitable bases for the coming expedition. Then the *Atka* headed north after hustling 11 of its penguin hosts on board for a trip to the U.S.

CONTINUED ON NEXT PAGE



TRAPPED PENGUINS are dragged on a sled to *Atka*, wrapped in net which crew used to catch them.



IN THE BAG, a laundry sack improvised into a trap, penguin fights to free himself. Penguins were

easy to approach since they have no natural enemies on ice. When caught, they struggled furiously.

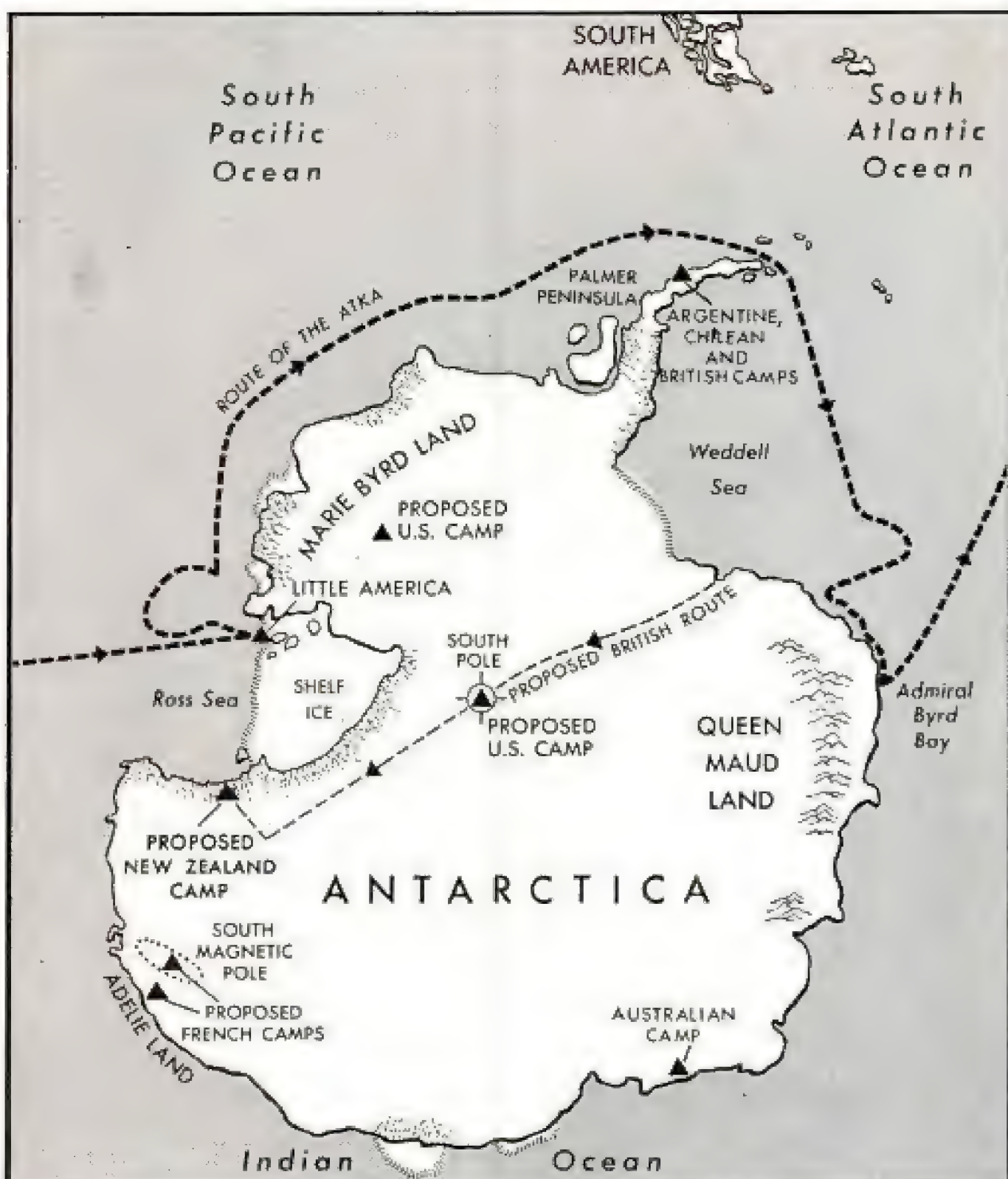


UP-ENDED, emperor penguin is hauled from ice onto the *Atka*. This position does not injure bird.



U.S.-BOUND, a group of yellow-necked emperors cluster in their outdoor cage on the *Atka's* fantail.

Crew later went without ice cream to make sure the penguins got enough ice to stay cool on trip north.



EXPLORATION PLANS show the route of *Atka's* two-month journey around Antarctica and locations where nations will conduct research in 1957.

STRATEGY FOR MASS ASSAULT

As the *Atka* steamed slowly home through tropical waters last week, plans were already shaping up for the coming international assault on Antarctica. In addition to the already existing Australian camp and the British, Chilean and Argentine camps on the Palmer Peninsula (see map), the French were planning to set up two new camps to study cosmic rays at the South Magnetic Pole. The U.S. will plant three bases: one near Little America, which is buried under snow (next page), one inland, and a third at the South Pole to study the ionosphere. One of the most exciting proposals is for a joint British-New Zealand expedition, possibly led by Everest Conqueror Sir Edmund Hillary, which will attempt to cross the continent. If they succeed, it will be the first time man ever accomplished this feat except by air.

For much of the information they need to decide where to build their bases the U.S. team can thank the *Atka*, which time and again battled hundreds of miles of sea ice to reach the shore. There, besides trapping penguins and capering across the snow (below), the men of the *Atka* prepared for 1957 by measuring the depth of the ice by seismic soundings, compacting the snow to test it for future landing fields.



ICECAP FROLIC takes ski-shod Atkans tearing across the featureless Antarctic plain behind a "Weasel" traveling at 18 mph. Temperature was 3°F.

CONTINUED ON NEXT PAGE



A fast ball blazes toward the batter! He swings—and cracks a screaming liner over second—at 51 m.p.h! That's *speed you can see*—just as you can see the disintegrating speed of a Bayer Aspirin tablet when you drop it in a glass of water. It starts to disintegrate so fast *you need a stopwatch to time its speed!* Since the same thing happens in your stomach, this is one reason Bayer Aspirin gives

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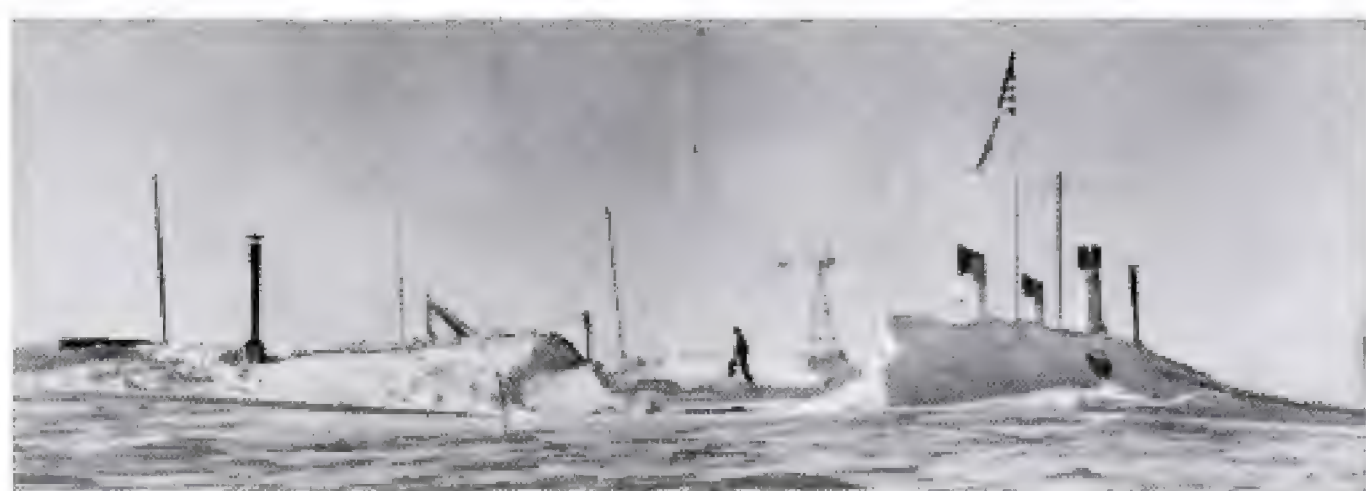


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THE CHANGE IN LITTLE AMERICA



1929 Little America I was first U.S. foothold in Antarctic. It was built by Admiral Byrd, who will also lead U.S. expedition in 1957. Plane, the *Floyd Bennett*, made the first 1,600-mile flight to the South Pole and back.



1940 Little America III, built six miles from camps I and II, which were buried under the snow, thrusts its high ventilators above the snow which is already beginning to engulf it. *Atka* found old supplies still intact.



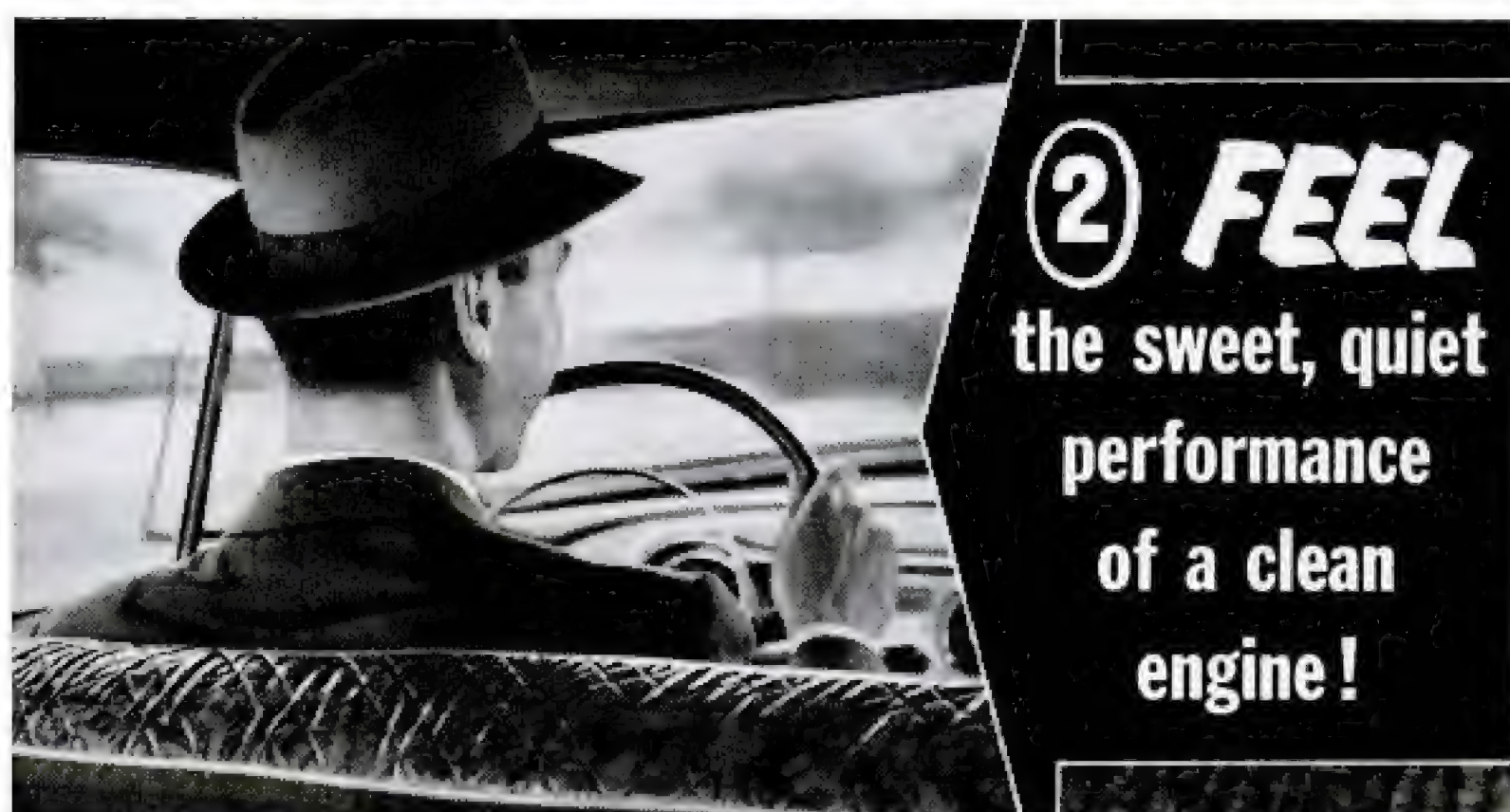
1955 A gigantic rift opened in ice on which 1947's Little America IV stood and half the unoccupied camp was carried to sea. Only a fuel drum, buried in the face of the rift (left) was found in 1955 to mark original site.



OLD HAND'S RETURN in 1955 brings back Air Force Major Murray Wiener, veteran of Little Americas III, IV. Here he kneels next to hatch of buried 1947 quonset. Atkars made personal flags to pose with for souvenir photographs.



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and goo that
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of power!



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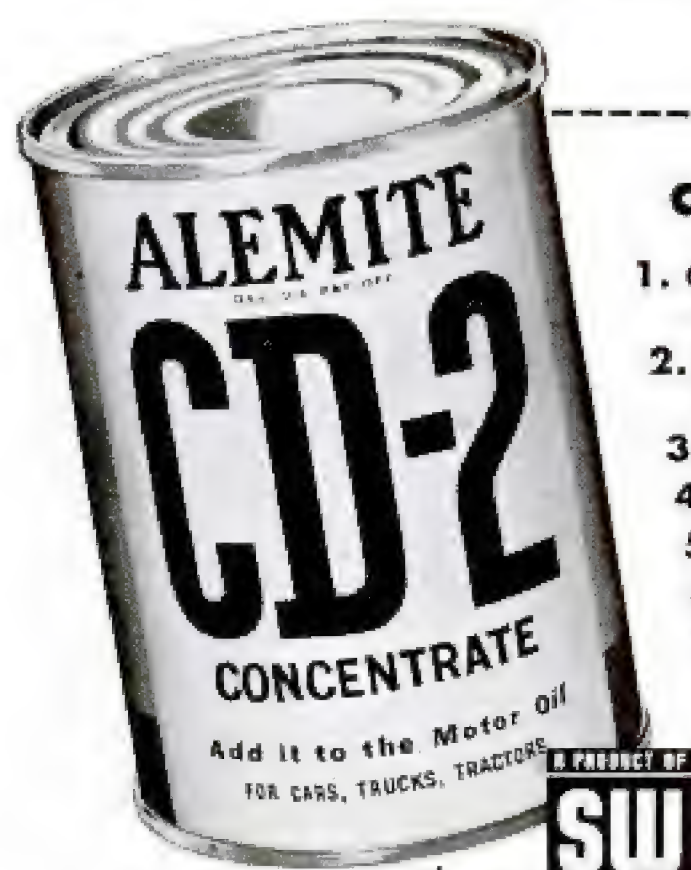
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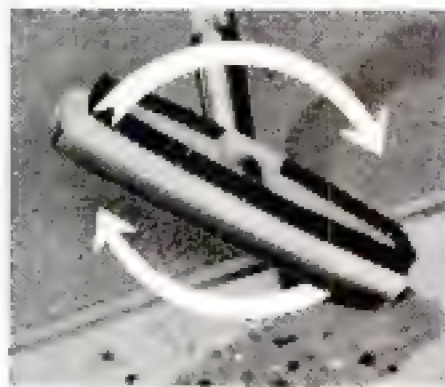
*Manufacturer's Fair Trade or suggested retail price. Complete with caddy and full set of attachments.

Famous G-E Swivel-top for "Reach-easy" cleaning!

You can do two cleaning jobs easily with one attachment!



IT CLEANS RUGS!



LIFT, IT TURNS ITSELF OVER!



IT CLEANS FLOORS!

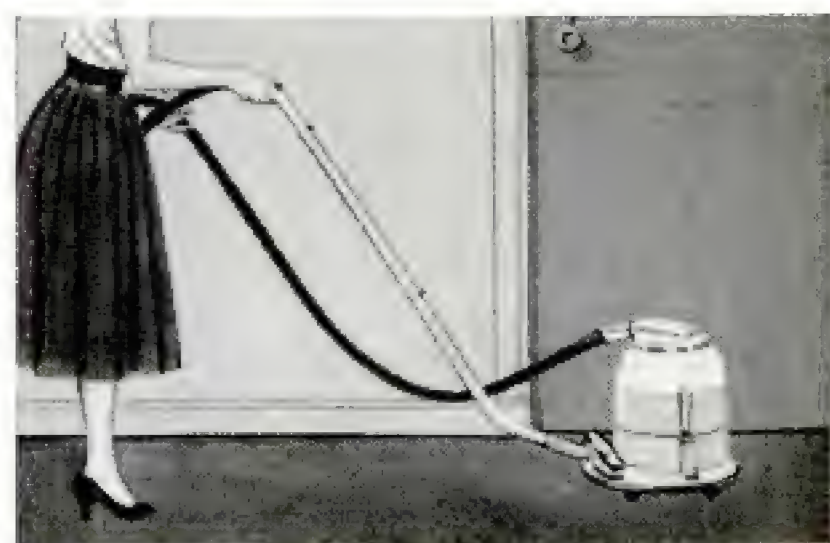
You clean your rugs with a powerful tool that gets up even "deep-below-the-nap" dirt. Then, lift the light-weight wand . . . the attachment turns

itself over and . . . you clean your floors with a powerful tool that gets up even "deep-in-the-cracks" dirt! Only General Electric has it!

It's the most beautiful cleaner in the world . . . color styled by Freda Diamond.



1. Stores easily—this new cleaner fits compactly into any corner or closet. Completely assembled—it's ready for action. Just roll it out . . .



2. Rolls easily—glides from room to room, over scatter rugs and door sills. Cleaning wand acts as a convenient steering handle. And it . . .



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...much better for
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With smooth, caressable Barbasol
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taut. Barbasol's exclusive *non-soapy* for-
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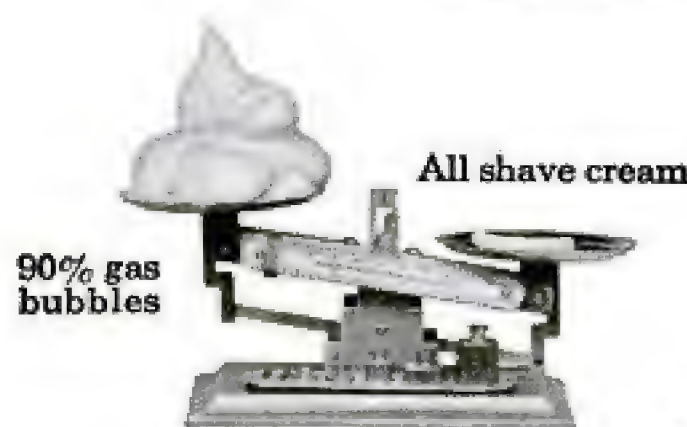
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...than in *any other* shave cream made.
These good-for-your-face "emollients"
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can get at 'em! Try a tube today!

- no brush
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Face it, man!



shave with Barbasol
...it's 3 ways better!



CHILL LANDFALL shows Antarctica in dim distance. *Atka* crushed through
miles of ice, on which she broke a screw, made only 10 knots for rest of trip.



ICY MOORING uses heavy timber to hold hawser. Sailors froze it in ice by
putting it in hole chopped with pick and shovel and pouring water around it.

NEW DAHLIA GROWS FROM SEED

Colorful Rainbow Dahlia blooms same year planted

This year's gardener will grow dahlias as easily and simply as zinnias. New Northrup King Rainbow Dahlia grows quickly from seed . . . no need to plant tubers. Ordinary seeding produces hundreds of graceful dahlia blooms ranging from deep tones to delicate pastel shades. The compact bushy plants are only about 18 inches high . . . are filled with colorful blossoms. You can get Rainbow Dahlia Seeds now at Northrup King seed displays in leading stores from coast to coast.

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PROFUSION OF BLOOMS this year. 3-in. flowers on compact bushy plants, up to 1½ ft. tall—ideal for beds, borders.



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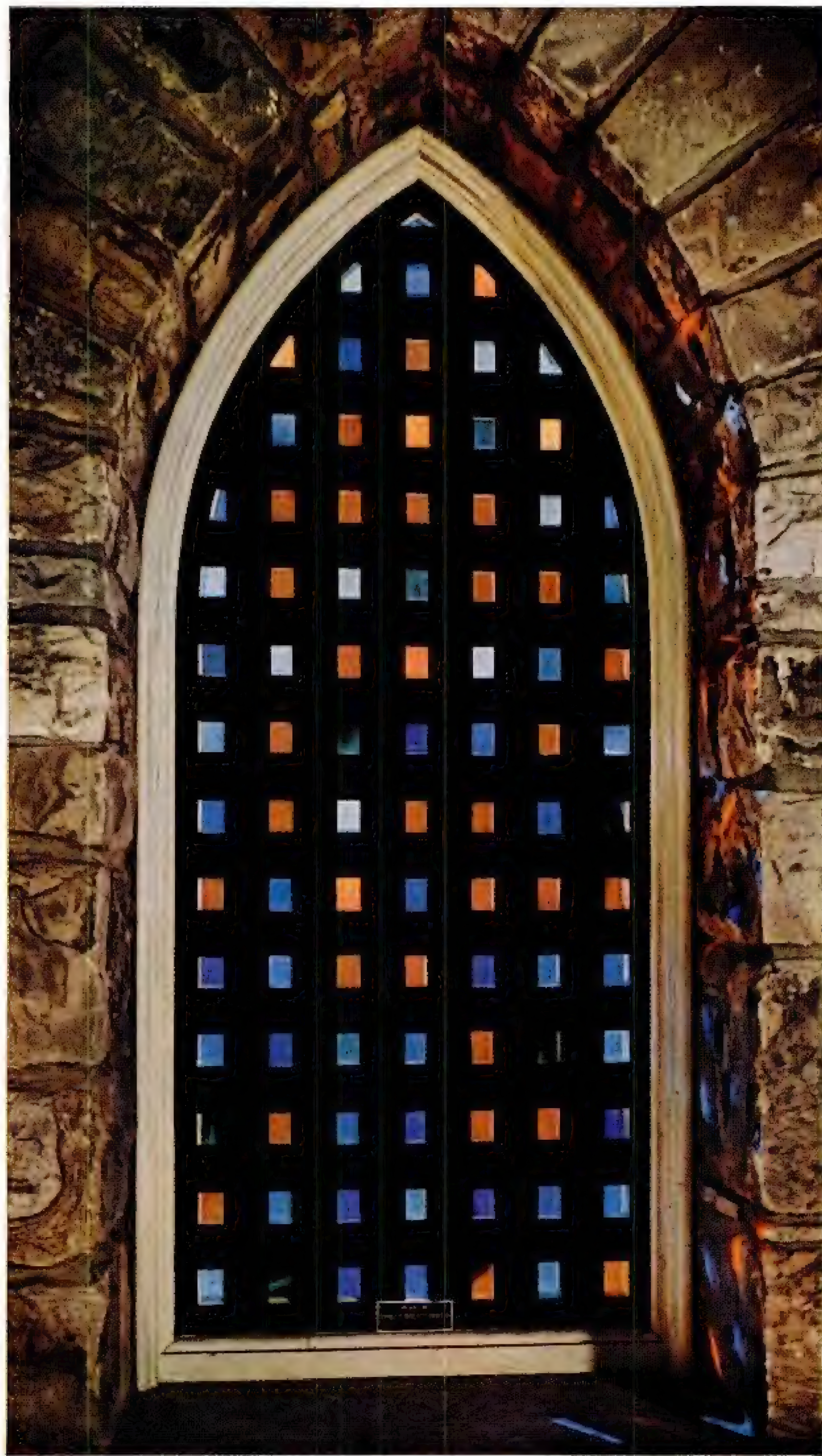
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TOWERING CROSS (*opposite page*) dominates window of St. George's Episcopal Church in Durham, N.H. The 350-square-foot window is by Robert Sowers of New York, who created stained-glass patterns to relate to fieldstone walls of the church exterior.



CHECKERBOARD of colored glass ornaments tower window of St. George's Episcopal Church in Mt. Savage, Md. The lattice-work design, by the young married couple, Rowan and Irene Le Compte, recalls stained-glass windows of early medieval churches.

A New Luster in Churches

MODERN DESIGNS ENLIVEN ANCIENT STAINED-GLASS ART

The surge of religious faith, which this year will bring more Americans to Easter services than ever before, has brought on a heartening boom in church building and, along with it, a renaissance of the glowing art of stained glass. The revival of this old European art has come about chiefly because so many of the new churches—more than a third being built in the U.S. today—are designed in modern styles. These styles, with their emphasis on functional simplicity and their avoidance of overly ornate decoration, must find some way to relieve their starkness and so have come to rely on stained glass

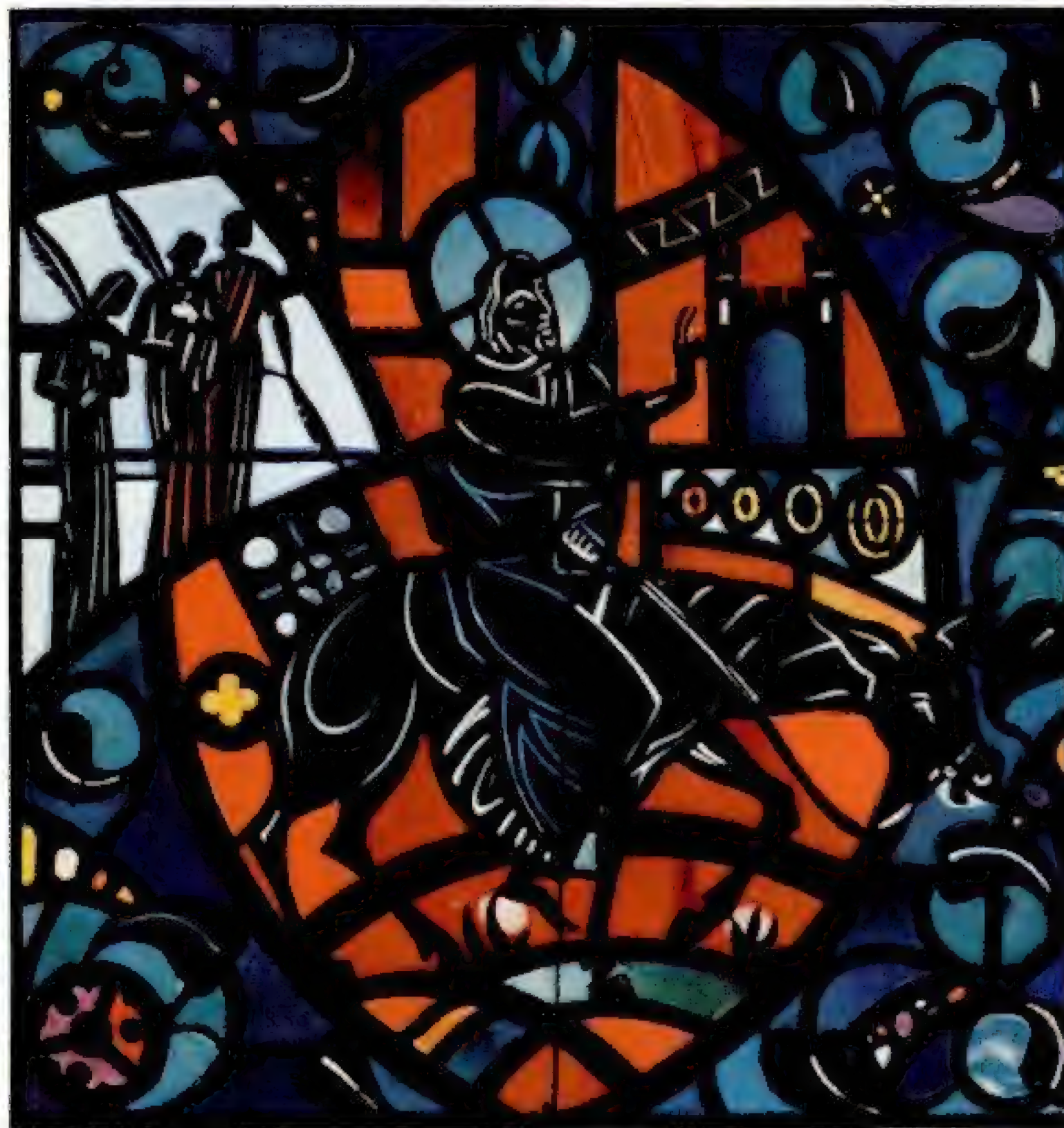
to give warmth, color and luminosity to church interiors.

Unlike the storytelling windows of bygone days, the best stained glass that is being produced today is semi- or completely abstract. Even in churches of more conservative architecture, traditional images are cast in new forms that are expressively stylized. In those of modern design, the many-hued panes are arranged in simple geometric designs or blended together in intricate patterns like faceted gems. On these pages LIFE presents some of the windows which are bringing new translucent beauty to the churches of America.

CONTINUED ON NEXT PAGE



GLINTING GLASS creates a jeweled setting for the dove of the Holy Spirit. Window was made by Gabriel Loire, French artist, who has designed for five U.S. churches.



Artists introduce a variety of techniques

While the art of stained glass is an ancient one that dates back at least 1,000 years, contemporary craftsmen have enhanced its effects with varied and original techniques. To achieve sparkling and shifting luminosities, they have fused crushed bits of glass to larger sheets or have made use of thick, chipped fragments of glass which they have embedded in cement (*left*). To dramatize the windows at night as well as in daytime, they have devised leadings with sculptural forms which are boldly silhouetted by natural outside light, shimmeringly luminous when seen by artificial light from the interior (*above*).

But most creators of stained glass adhere to time-honored methods, relying on modern concepts of design to create new effects. More and more, contemporary painters are turning to the medium of stained glass which enables them to expand their two-dimensional compositions of abstract shapes and symbolic images with a further dimension of colored light.



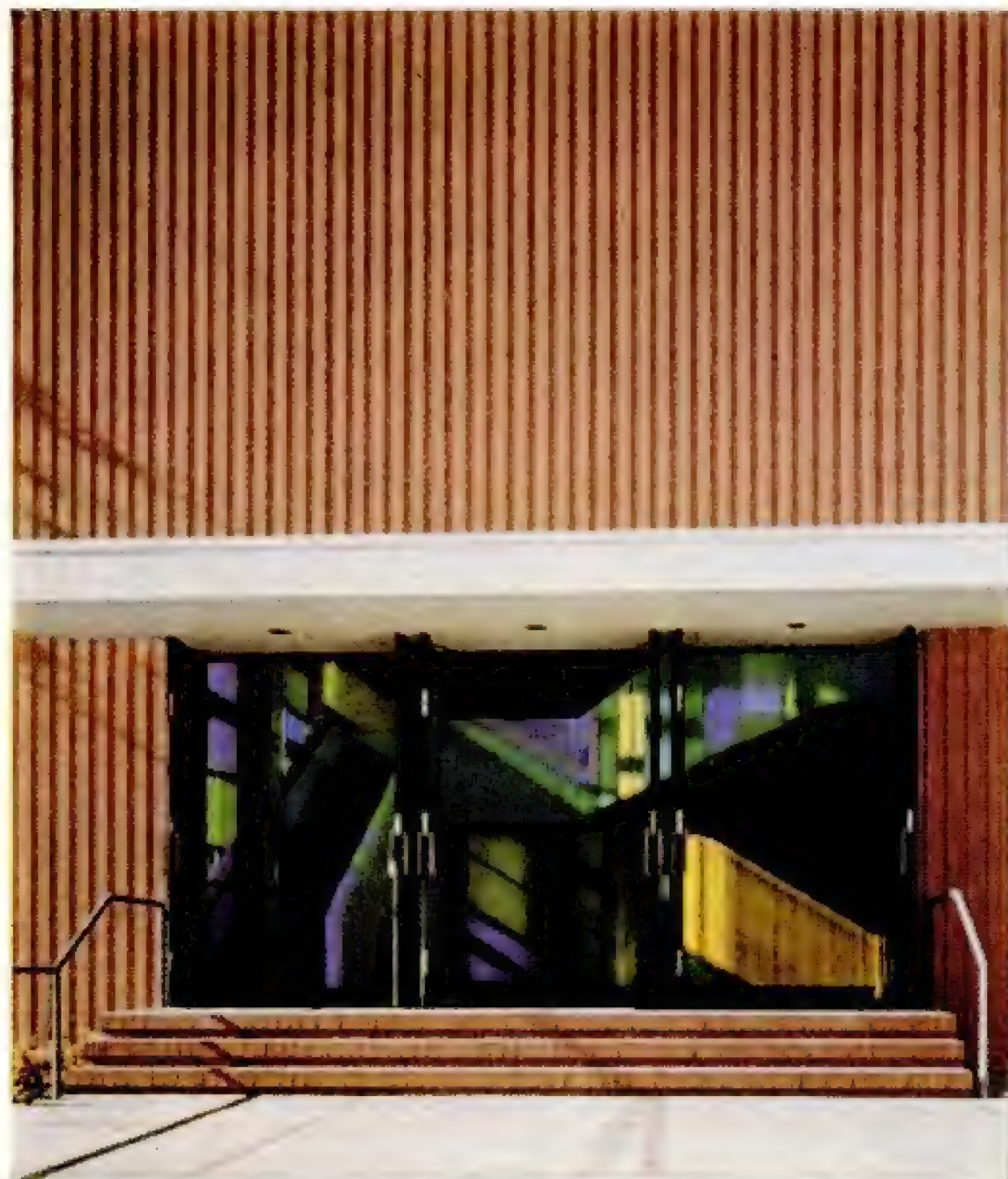
CHIPPED CHUNKS of glass in varying thicknesses (*right*) are used by Loire, who chisels them into shapes for windows like the one above in St. Mary Margaret Church.



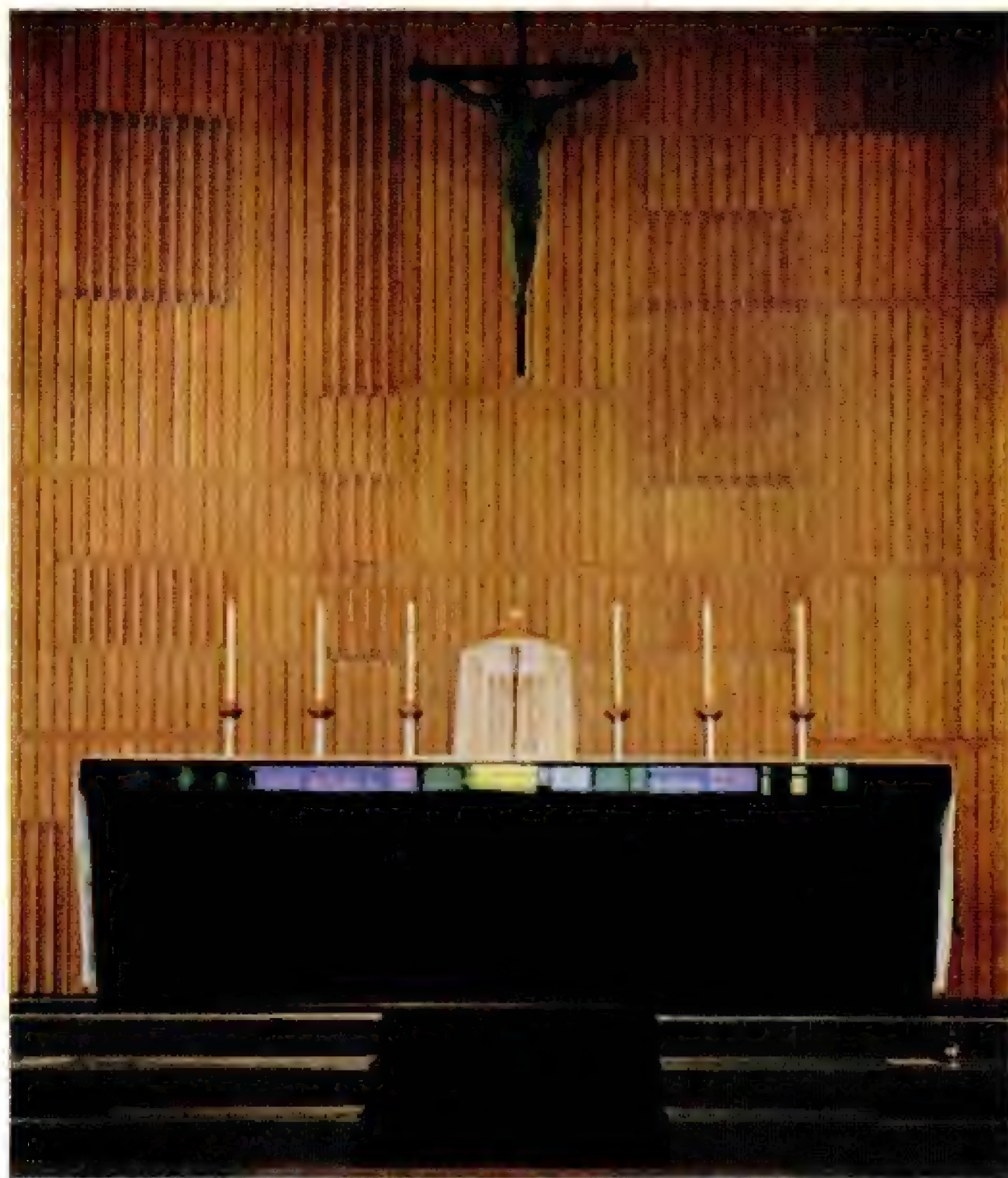
THREE-WAY WINDOW showing Christ on donkey is design of Henry Lee Willet Studio for Westwood Community Methodist Church in Los Angeles. During day (*far left*) light falls through glass outlining figures. By night (*center*) interior lights illuminate gilded relief. In twilight (*above*) both effects appear.

IN WORKSHOP artist and craftsman create window side by side. While the glazier in the Heinigke & Smith studio solders leading for diamond-shaped sections, the painter, Adolph Gottlieb, studies effects of shades of glass when permeated by light. They are working on a glass facade for a New York memorial center.

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ENTRANCE framed by a ribbed oak wall leads to vestibule which is bathed by tonal rays from stained glass. The stair inside mounts to the baptistry and choir.

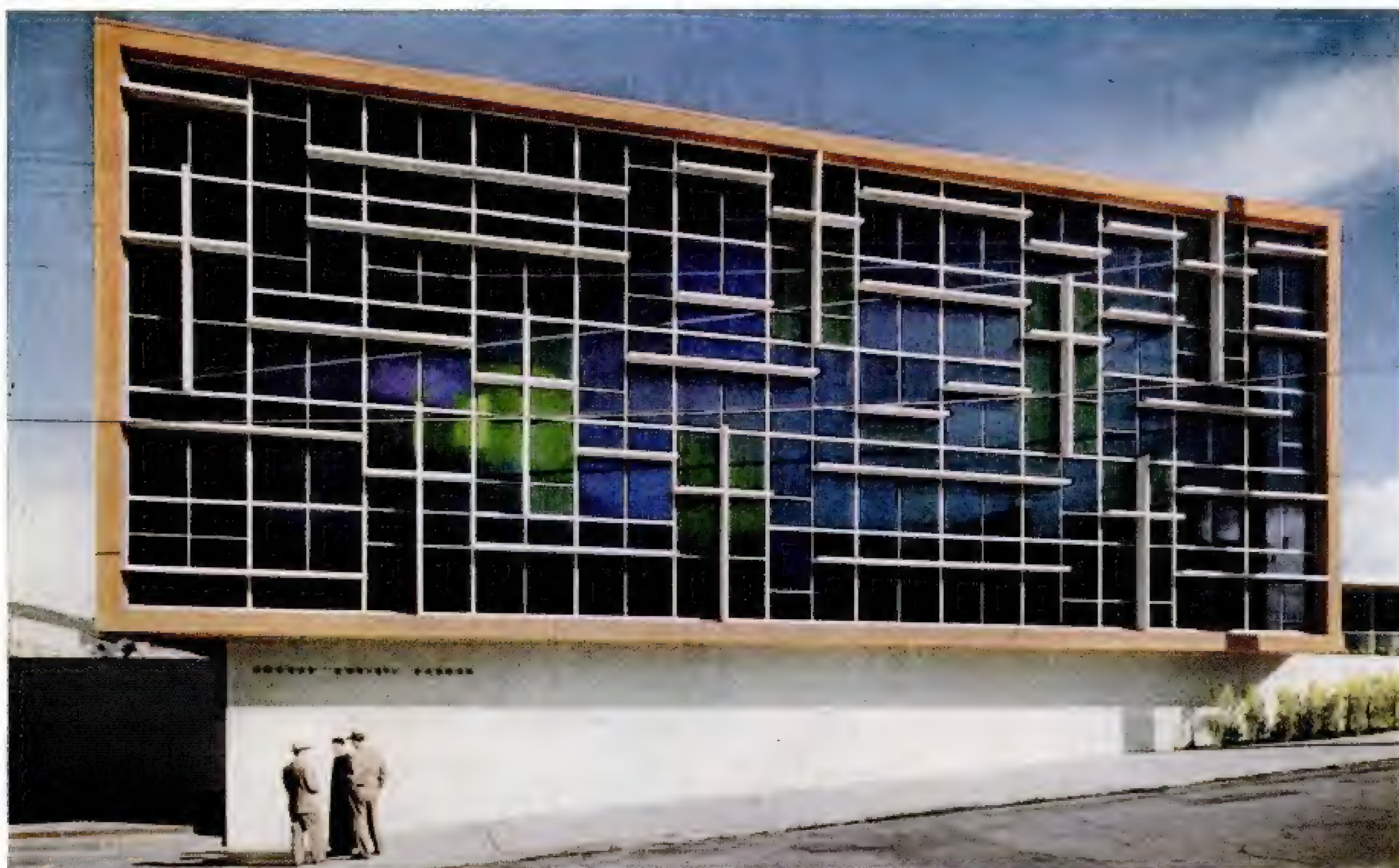


ALTAR of black Belgian marble reflects stained-glass window in the rear of the church. Wall behind, made of Douglas fir, continues ribbed effect of entrance.

Window becomes a luminous wall

A major stimulus to the stained-glass revival has come from developments of modern architecture. With the use of steel and aluminum frameworks in building, entire walls of glass have been made possible. For churches, where such glass expanses must be muted to avoid glaringly bright interiors, stained glass is best suited to produce a subdued atmosphere.

An outstanding example of this architectural use of stained glass appears in the Corpus Christi Roman Catholic Church in San Francisco, shown on these pages. Both building and stained glass were designed by Architect Mario Ciampi, who treated the window wall as a giant translucent abstraction through which the sun casts a celestial glory of colored light.



GLASS FACADE at the south end of the church is 72 feet long and 22 feet high. The only window in the building, it is divided into

a pattern of squares and rectangles by steel and aluminum partitions which repeat a crucifix design across the colored glass surface.

RESTING ON A MARBLE-TOPPED BENCH, A PRIEST READS IN A HARMONY OF STAINED LIGHT →



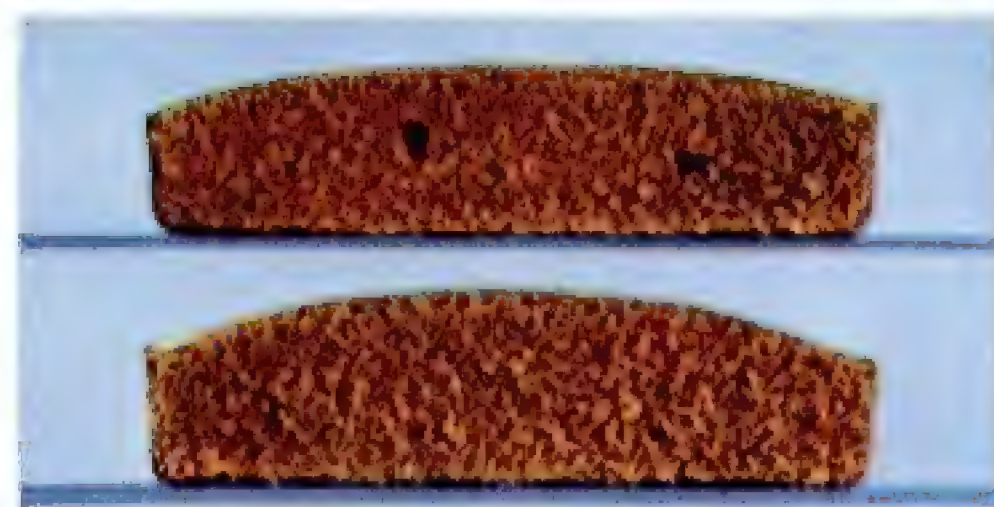


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★ Higher Volume!

★ Finer Texture!



"There's a brand new Bisquick on the market, a whole world of baking . . . in a box—ready to make everything you bake higher and lighter and finer textured. We've been able to 'texturize' our New Bisquick so it absorbs liquids and mixes smooth with lots less beating. I can hardly wait to have you try it!"

Betty Crocker
of General Mills

NEW! Even Makes Chocolate Cake Now!

"Until we improved Bisquick, our Bisquick chocolate cake was only so-so. But New Bisquick makes this one of the best I've ever eaten. My directions are on the box. Try it right away!"



Hey, Neighbor, Bisquicks in Canada, Now!



TWINNED MODELS are Tucker (*far left*) and dummy in print dresses (\$11) and dummy matching Carol (*right*) in smaller size (\$9, both Youngland).

Small-as-Life Duplicates

WINDOW DUMMIES ARE CLOSE COPIES OF CHILD MODELS

Two of the figures in the spring fantasy above are veteran fashion models—the one at left appeared on LIFE's cover three years ago (June 2, 1952). The others are their sculptured duplicates, just beginning an inanimate career as mannequins in a store window. Made for New York's Lord & Taylor, the dummies are replicas

of Tucker Burns, 9 (*left*) and Carol Bancker, 6 (*right*) who made a trip to a mannequin factory (*pp.* 72, 73) to sit for the sculptor, have their measurements taken and give snips of their hair to the wigmaker. While the originals will grow up probably to model adult clothes, their dummies will stay forever sizes 7 and 4.



Guard against
loss of **vitality**
due to
**HIDDEN
HUNGER!**

Friskies' real meat* gives your dog the essential protein he needs for **Lively Health!**

(*U.S. Govt. Inspected Horse Meat)

In Friskies, you get real meat—not just meat
“by-products” alone. This is rich, red horse meat to supply vital
energy-building protein. Every food element dogs are
known to need is contained in Friskies—all U. S. Government
inspected. The government seal on the can is your proof
of high quality. Don't gamble! A dog food can fill without
completely nourishing. The result is **HIDDEN HUNGER!**

Give your dog the benefit of Friskies' 25 years of experience
in dog nutrition. Keep your dog frisky with...**FRISKIES!**

COPR. 1955, ALBERS MILLING CO.



*I Keep my dog frisky
with FRISKIES!*

ALBERS MILLING CO., DIV. OF
CARNATION COMPANY
LOS ANGELES 36, CALIF.



SMALL-AS-LIFE COPIES CONTINUED



EYING HER IMAGE, CAROL WATCHES SCULPTOR AT MARY BROSAN STUDIO



MAKING A CHECK, Carol tweaks beard of dummy resem-
bling Schweppes' Commander Whitehead stored at factory.



SHAPE BODY UP TO PLASTER HEAD. TUCKER'S LIKENESS IS AT RIGHT



STOPPING IN TRACKS, Carol sways forward for a closer look into cluttered corner where crouching mannequin is apparently searching futilely.

CONTINUED ON NEXT PAGE



*Is there
an air of
freshness
about you?*

...are you really lovely to love?

How confident you feel! There's an air of freshness about you always when you use Fresh Cream Deodorant.

Your underarms are *dry* . . . and they stay dry. There's no worry about stains that spoil clothes. No offensive underarm odor. Fresh contains the most highly effective perspiration-checking ingredient now known to science.

You'll love *using* Fresh. It's a pure

white cream, with a soft, subtle scent. And Fresh has a fluffy, whipped-cream texture . . . never a trace of stickiness or greasiness. Fresh Cream Deodorant is so kind to your skin, too.

For an air of freshness, use Fresh Cream Deodorant every day—be sure you are lovely to love, always.

FRESH is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada.

a **FRESH** girl
is always
lovely to love



European Vacations with a difference....



BLUE CARS

THE BEST TRAVEL-BUY!

What a difference between seeing and enjoying. Here's one... seeing is quick; enjoying takes time.

Experienced Tourists don't waste time on irritating travel chores. They have everything arranged by experts. Pure enjoyment is the result.

Over 70,000 travel-connoisseurs have really enjoyed Europe the BLUE CARS way. For them no guessing where to stay, what to do, or how. No gamble on a flashy folder with little organization to back it at the other end 3000 miles away.

BLUE CARS travelers regard their vacation as an investment and rely with confidence on EUROPE'S BIGGEST COACHING GROUP.

BE SMART. Follow their example. Motor your way along Europe's most beautiful scenic routes in luxurious, armchair-comfort, BLUE CARS Continental Cruisers (specially designed for the job and OWNED BY THE CORPORATION).

Get away from the crowd. Gratify your own INDIVIDUAL tastes—visit world-renowned Cathedrals, Palaces, Castles, Shrines, Museums, Opera Houses, Theatres. Meet friendly European townfolk. Absorb the experience of mixing with ancient cultures and new customs. Rest at famous Inns and Hotels. Enjoy choice food and wines. Take in the exciting nite-life of gay capital cities. Know that the quiet, unobtrusive service of the best multilingual escort-guides is always available.

RELAX—AND ENJOY EVERY WORRY-FREE MOMENT.

THE GRAND EUROPEAN TOUR

6 COUNTRIES-34 DAYS \$590⁰⁰

Cost of land arrangements only from London around to Paris.....

All inclusive cost from New York to New York with land arrangements—by tourist class flight \$1130; by first class flight \$1328 (steamship accommodations on request)

DEPARTURES FROM NEW YORK: May 15; June 6 and 19; July 3, 17 and 31; August 14 and 22.

Visiting LONDON • THE HAGUE • AMSTERDAM • ARNHEM • COLOGNE • BONN • COBLENZ • WEISBADEN • FRANKFURT • HEIDELBERG • STUTTGART • ZURICH • LUCERNE • MONTREUX • LAUSANNE • GENEVA • STRESA • MILAN • VENICE • PADUA • FLORENCE • ASSISI • ROME • CASSINO • NAPLES • SORRENTO • CAPRI • POMPEII • SIENA • PISA • RAPALLO • GENOA • SAN REMO • MONTE CARLO • NICE • CANNES • AVIGNON • NIMES • VICHY • FONTAINEBLEAU • PARIS.

THE POPULAR EUROPEAN TOUR

7 COUNTRIES-30 DAYS \$470⁰⁰

Cost of land arrangements only from London around to Paris.....

All inclusive cost from New York to New York with land arrangements—by tourist-class flight \$1010; by first-class flight \$1208 (steamship accommodations on request)

DEPARTURES FROM NEW YORK: April 25; May 29; June 23; July 3 and 28; August 17; Sept. 11.

Visiting LONDON • THE HAGUE • AMSTERDAM • ARNHEM • COLOGNE • BONN • WEISBADEN • FRANKFURT • HEIDELBERG • FREIBURG • BASLE • BERNE • INTERLAKEN • GRINDELWALD • LUCERNE • INNSBRUCK • CORTINA • VENICE • PADUA • FERRARA • RAVENNA • RIMINI • RICCIONE • ANCONA • L'AQUILA • NAPLES • SORRENTO • CAPRI • POMPEII • ROME • ASSISI • FLORENCE • PISA • RAPALLO • GENOA • SAN REMO • MONTE CARLO • NICE • CANNES • AVIGNON • NIMES • FONTAINEBLEAU • PARIS

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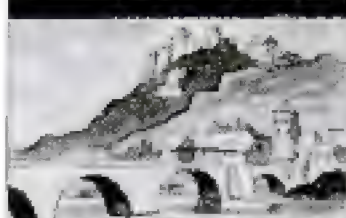
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12 DAYS
SWITZERLAND
\$137.00



12 DAYS
RHINE & AUST.
TYROL
\$145.00



15 DAYS
SCANDINAVIA
\$227.00



16 DAYS
JUGOSLAVIA
& VENICE
\$211.00



12 DAYS
French & Italian
RIVIERAS
\$148.00



16 DAYS
Grand Tour of
ITALY
\$219.00



14 DAYS
Grand Tour of
SCOTLAND
\$126.00



TUCKER AND TWIN wear fancy two-layer dresses of organdy over cotton print (Youngland, \$9), wreaths of flowers in hair and short white gloves.



CAROL AND COPY wear informal party dresses consisting of one-piece cotton rompers with flowered chintz skirts which button on (Youngland, \$6).



DRIEST OF THE DRY. No mirage, but something very real, we present the *smart* martini, the Vodka Martini: "*The Martini with the Marvelous Taste.*" It's sheer perfection . . . the driest, smoothest, most pleasing Dry Martini of them all. *The Recipe:* Follow your usual procedure—make it any proportions you like—with one simple, but all-important difference: Use Smirnoff Vodka instead of gin.

it leaves you breathless...

Smirnoff
THE GREATEST NAME IN **VODKA**

80 PROOF. DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN., U.S.A., FRANCE, ENGLAND, MEXICO

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ALTOGETHER NEW

...a new way to make a cake



WHITE • YELLOW • DEVIL'S FOOD

© Copyright 1964, M. J. M. Co.



A product of General Foods

Instant Swans Down CAKE MIXES

Only **one**
mixing
step!

- Everything goes into the bowl all at once.
- Beat only once . . . and in $\frac{1}{3}$ less time.
- Only Instant Swans Down Mixes mix in just one step . . . so simple you can't go wrong.

- The only mix with famous Swans Down Cake Flour, so you know how good every cake will taste.

It's "Swansational"

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Deliciously yours!

P.S. Isn't it a pleasant surprise how much more delicious food tastes when you serve it attractively? The deep rich color of Hunt's Catsup helps the picture...but the real enjoyment comes from Hunt's spicy, tart-sweet flavor. Mmmmmm...try it! Hunt--for the best.



Hunt Foods, Inc., Fullerton, Calif.



LAUNCHING jet-powered speedboat, crew pushes it out to ramp as Owner Don Campbell operates tractor (*foreground*) used to ease boat's descent into water.

ROCKETING at almost 150 mph in a test run, *Bluebird's* blast churns up long frothy wake. World record Campbell expects to shatter is 178.5 mph.

DARING QUEST BY JET BOAT

In England a weird craft has been roaring across Lake Ullswater. It resembled a streamlined lobster with two floats for claws and eye-like openings on either side of its slim body. From its tail came a 4,000-pound jet blast and the boat hit 150 mph with the throttle far from being wide open.

Don Campbell, 34-year-old son of the Englishman who once set records both on land and water, has devoted most of his time and much of his fortune to becoming the first to drive a boat more than 200 mph. But with success within his reach he did not want to suffer the endings of countryman John Cobb and Italy's Mario Verga whose boats disintegrated at that dangerous speed. Campbell was making a few final adjustments before the big push.



POWERFUL ALL NEW

LEWYT

WORLD'S "EASIEST-TO-USE" VACUUM CLEANER

rolls on BIG wheels!



**SO LIGHT!
SO NEAT!
SO COMPACT!**

(only 10" x 12"!)

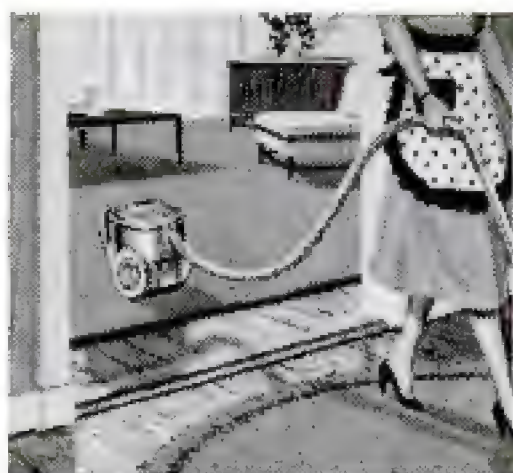
no lift!

no drag!

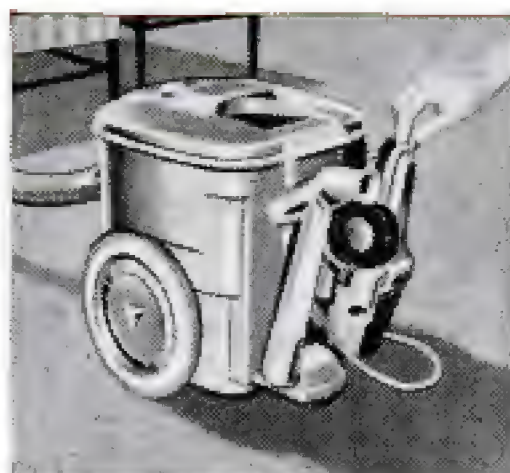
no carry!



Rolls ready-to-use from closet! Tubes, hose and nozzle can be kept assembled. Just roll out your Lewyt and away you go!



Not only swivels but rolls room-to-room! Lewyt's BIG rubber wheels roll over door sills, rugs, bare floors—never catch or scratch!



Rolls with all cleaning tools everywhere you go*—no chasing back and forth. Tools ride behind, can't bump your furniture!

No other cleaner — AT ANY PRICE gives you all these big features !

Most powerful Lewyt ever built — New Dual Turbo-Motor plus famous No. 80 nozzle get rugs brighter with fewer strokes!

"Power Dial" gives exact suction for wool rugs, cotton rugs, drapes!

PLUS No dust bag to empty • Built-in deodorizer • Allergy-proof 5-filter system • Amazing new quietness • Tubes lock—can't fall apart • "Pistol Grip" on hose • All metal floor tools • All genuine Fuller Brushes • Sturdy tip-toe switch • Comes with all cleaning tools

*"Papoose" Tool Rack for Lewyt and Wall Rack for closet, optional at small extra cost.



OFFICIALLY ENDORSED by National Institute of Rug Cleaning, Inc., official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

DO IT with the all new LEWYT

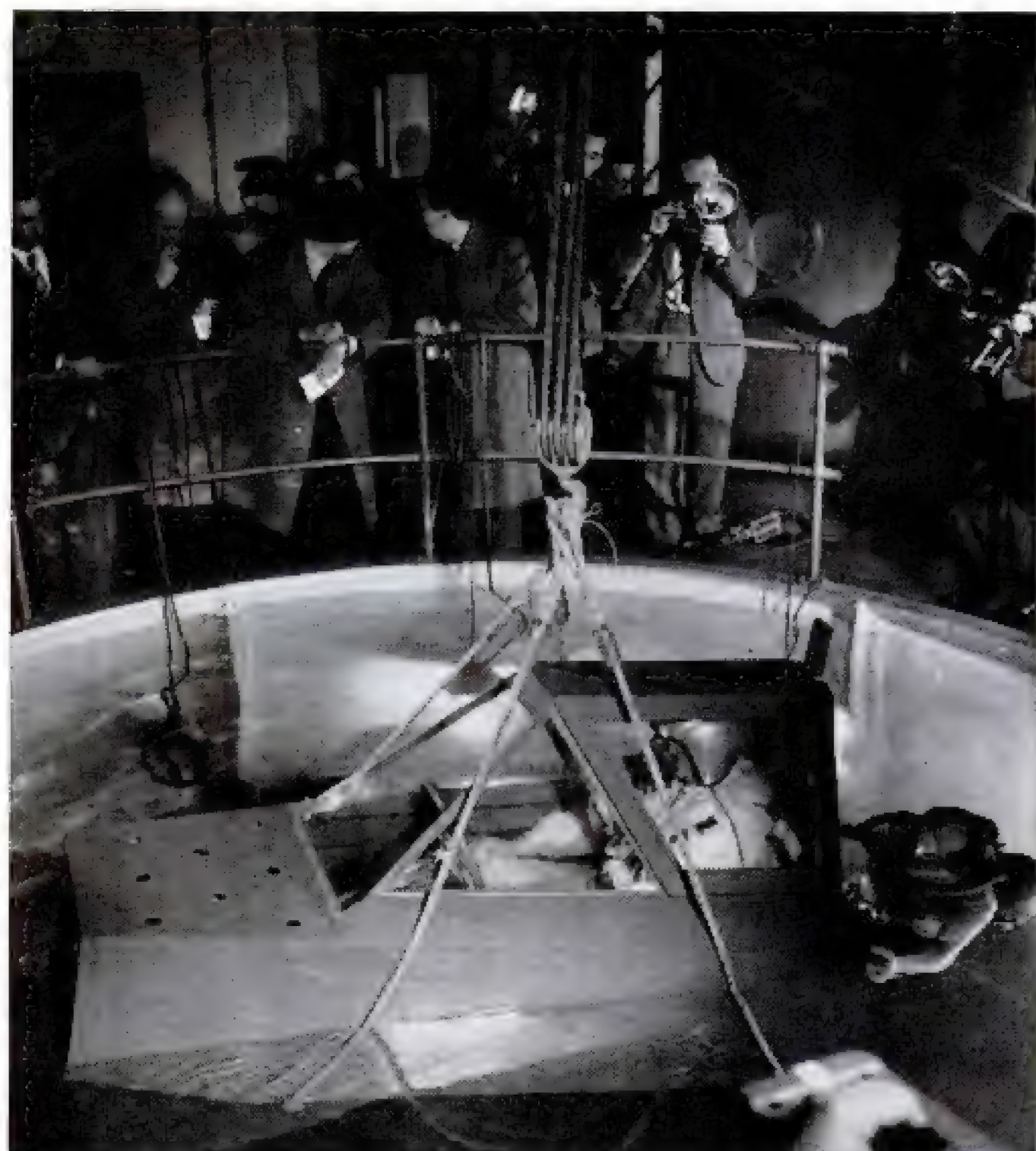
Your nearest Lewyt dealer is listed under "vacuum cleaners" in your phone book. Available at leading stores in CANADA.

LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.

Jet Boat CONTINUED

SEEKING RECORD THE SAFE WAY

The fear that grips Don Campbell and at the same time fascinates him is a phenomenon called the "water barrier." Like a sound barrier for planes it rips and tears at boats approaching 200 mph. With this mysterious danger confronting him, Campbell and his engineers tested 30 models in wind tunnels before deciding on one. The boat, called *Bluebird* like those of his late father who set a world's record of 141.7 mph, is equipped with an ingenious escape device. When *Bluebird* is opened up in her big run for the record next month, radio waves will record strains and stresses on instruments ashore. "If she goes down," says Campbell blithely, "at least all that valuable data will stay dry."



DUMMY COCKPIT, equipped with escape hatch which opens upward in case of trouble, gets realistic test as it is lowered into tank with Campbell inside.



HATCH OPENS at bottom of tank. Aqua-Lung-type breathing apparatus and water wings, which he wears in runs, bring him up safely from 200 feet.

CONTINUED ON PAGE 82

If you dream of playing beautiful music, but don't have time for lessons...

try this superb Hammond organ you can play in 30 minutes !



One finger of your right hand plays the melody. If you don't read notes, Picture Music that comes with the Hammond Chord Organ shows you which keys to press. You can play from standard music, too.



One finger of your left hand touches a single button to add rich impressive chords. These take 3 to 5 fingers on other instruments. No boring scales or exercises ! You advance by playing the music you like.

You needn't take a lesson or know a note ! You'll play a tune with full chord accompaniment in 30 minutes on the Hammond Chord Organ. And, in a few weeks, you'll be able to play all sorts of music—popular, religious, even classical. Thousands have done it !

And think of the fun a Hammond Chord Organ will bring into your home. It's one instrument even the youngsters can play and enjoy ! Yet so vast are its musical resources, that even the serious musician will find it a challenge and inspiration. Try the Hammond Chord Organ at your dealer's soon. And mail coupon for further details.

Now! Percussion tones added

To the Chord Organ's enormous range of tones and orchestral effects Hammond now adds a new wonder . . . "Touch-Response" percussion. With a flick of the finger, you can now get hundreds of thrilling percussion instrument tones like chimes, bells, guitar, marimba, xylophone !

You can weave these effects into any selection . . . create an exciting new kind of music never before possible even on the costliest organs. But new "Touch-Response" percussion must be *heard* to be believed. Why not visit your dealer and hear the amazing "Musical Kaleidoscope with the Hammond Chord Organ" ?

The Hammond Chord Organ

by the makers of Hammond Organs

For a birthday or anniversary, give the gift of a richer life—a Hammond Chord Organ

LOW AS \$97.50 DOWN

at most dealers. Often 3 years to pay. \$975 f.o.b. Chicago in Walnut finish. Blond or Ebony slightly higher.

Hammond Organ Company
4234 W. Diversey Avenue, Chicago 39, Illinois

Without obligation, send complete details about the Hammond Chord Organ with new "Touch-Response" percussion.

Name _____

Address _____

City _____ Zone _____ State _____

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When strangers met —by accident!

*We found out how valuable the help of
good insurance agents can be*

(Based on Company File #WD194AP5952)

After colliding with another car I lost control of the wheel. My wife and I were slightly hurt.

A passing motorist came to our aid and took us to a hospital. He turned out to be an insurance agent from Illinois. Like Ruth and me, he was in Florida on a vacation.

When we told him we were insured with the Hartford Accident and Indemnity Company he said not to worry. Although he wasn't a Hartford agent, he assured us it was a fine company and that we'd be treated right. His words made us feel a lot better.

After getting us to the hospital, he went to the office of the local Hartford Agent, and told him what had happened and where to find us.

The Hartford man got in touch with me right away, and made out

the accident report. He also straightened things out with the police, and got estimates of the damage to my car. *What a load it took off my shoulders to have his capable, experienced help in our emergency!*

Our car wasn't worth fixing, so with the Hartford man's help, I made a trade-in on a new car. Then he advised me on how to insure it and I wired my Hartford Agent back home to write the policies.

The local man expected nothing himself. He explained that Hartford Agents everywhere stand ready to give this same kind of "hometown service" to each other's policyholders. That's why I'll always buy my insurance from established and reliable local agents—men like the two who did so much for us.

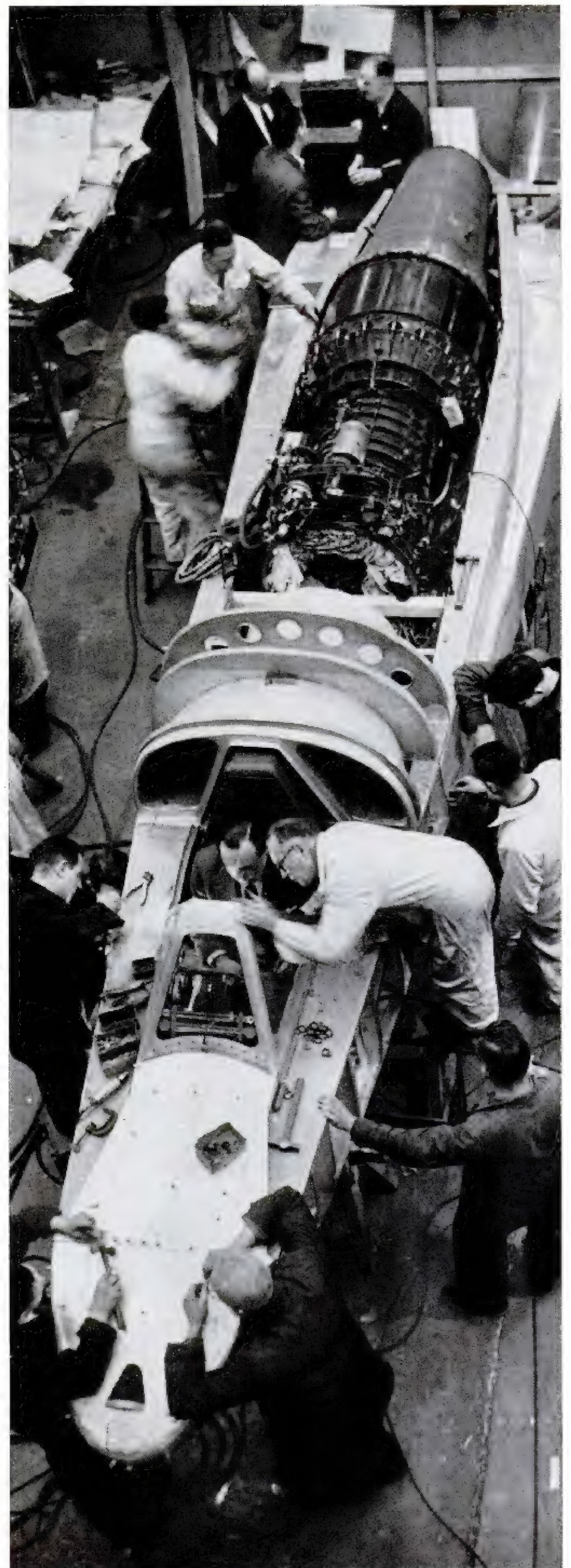
Year in and year out you'll do well with the

Hartford



Hartford Fire Insurance Company
Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company
Citizens Insurance Company of New Jersey . . . *Hartford 15, Connecticut*
Northwestern Fire & Marine Insurance Company
Twin City Fire Insurance Company . . . *Minneapolis 2, Minnesota*

Jet Boat CONTINUED



TAILORING THE COCKPIT to driver's dimensions was done while boat was still in factory under construction. As mechanics work on metal hull and turbo-jet engine (rear), Leo Villa, once mechanic for Don Campbell's father, leans to measure clearance of canopy. Boat is 24½ feet long, weighs 2½ tons.

CONTINUED ON PAGE 84



Two old shoemakers discuss the most comfortable shoes they've ever made

That's Bart Loiodice on the left. He's an inspector at an Endicott Johnson factory making Johnsonian Guide-Steps . . . been there 30 years.

On the right is Charles F. Johnson, Jr., President of the Endicott Johnson Corporation. "Mr. Charlie" has been in the shoe business 50 years. He and Bart know a lot about shoes.

Between them is a new Johnsonian Guide-Step. It's important to know that this shoe (and all the many other Guide-Steps) are brilliantly styled in the most popular patterns. But consider how comfortable they are and how they got that way: hundreds of thousands of foot measurements were made at a famous eastern

medical school to see how the foot functions as it walks. And the results were used to produce Guide-Steps . . . shoes that are amazingly comfortable . . . shoes that are designed to fit the foot *in action*.

It takes years of experience to make shoes that feel and look as good as Johnsonian Guide-Steps. It also takes an immense amount of pride in the product . . . the kind Bart and Mr. Charlie have.

If you don't know where to buy these fine shoes, write to Mr. Johnson's office at Endicott, N. Y., for a free booklet and your dealer's name.

Guide-Steps cost only **\$9.95** and up.

A PRODUCT OF ENDICOTT JOHNSON
Johnsonian
GUIDE-STEP

Johnsonian Jr. Guide-Steps also available in several styles.

Endicott Johnson Corporation • Endicott 1, N. Y. • St. Louis 2, Mo. • New York 13, N. Y.

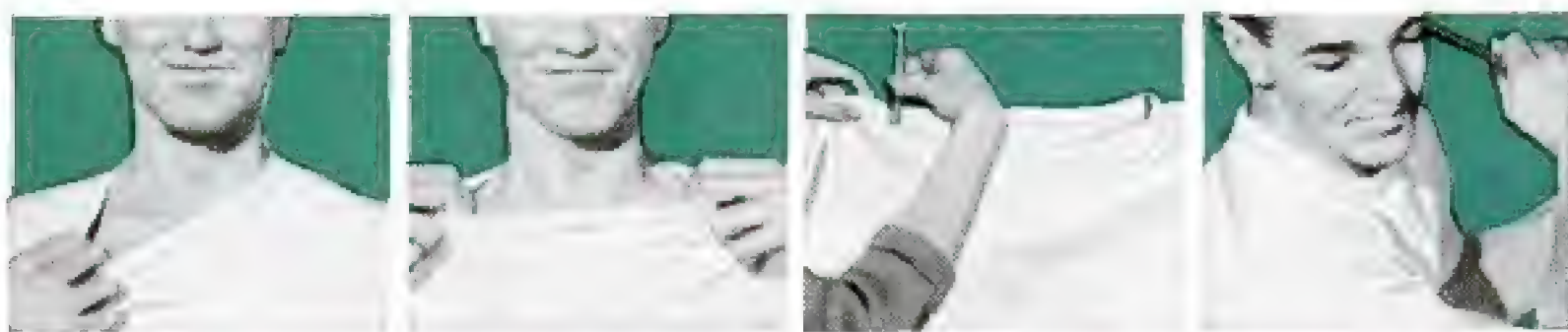


Munsingwear T-shirt

*has the
neckband
that can't
sag!* →

\$1.50

Comfort-knit
Shorts \$1



*Pull it... stretch it... Wash it... Wear it
...it never loses its shape and fit!*

Neckband nylon-reinforced to keep its shape forever

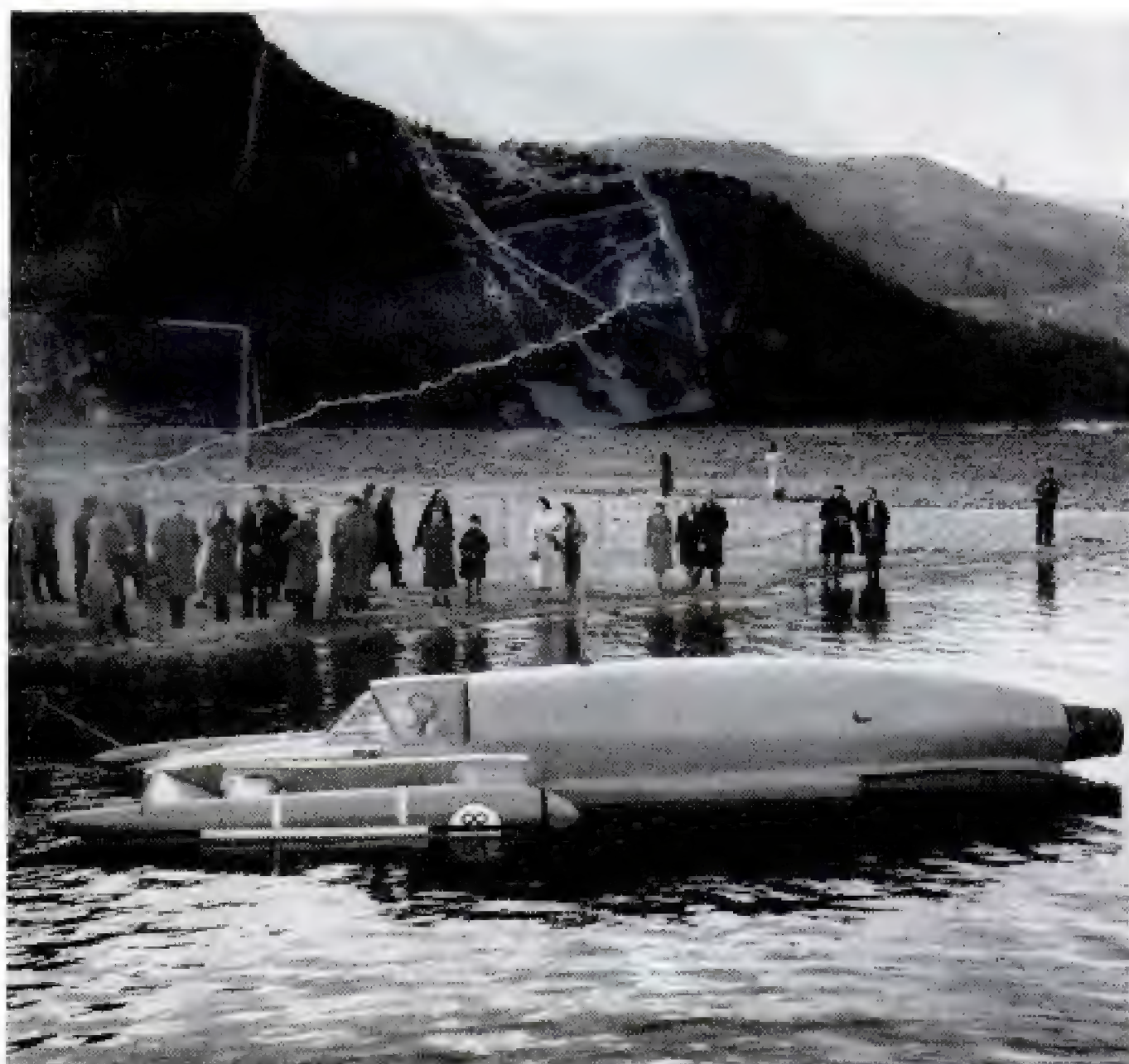
The Munsingwear T-shirt is the nation's best seller because its patented neckband stays flat, trim and good looking. That's one solid reason for its popularity. There's another: it long outwears lesser brands... because it is knit of premium combed cotton. Sizes 34-46, \$1.50. Sizes 48-50, \$1.85.



*The big green T flags your best T-shirt buy
Guaranteed not to shrink out of fit*

Ask for Munsingwear men's and boys' underwear, sleepwear, socks and sports shirts. Manufactured and sold in Canada by Stanfield's Ltd., Munsingwear, Inc., Minneapolis 5, Minnesota.

Jet Boat CONTINUED



BEFORE TEST RUN mechanic in cockpit tests radio which beams boat's performance to shore lab. Driver is warned of anything wrong by voice radio.



AFTER TRIALS Campbell is satisfied. Correcting a remaining flaw, flying water which clouded windshield, will take a month. Then he will go all out.

Observed in the
best circles...



**OLD
HICKORY**
STRAIGHT **BOURBON** WHISKY

86 PROOF—ALSO AVAILABLE IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLING CORPORATION • PHILADELPHIA, PA.



Tires cut halfway through—stunt driver takes daring leap!

No tire is blowout proof, but to prove the strength of 3-T Cord, we deliberately slashed through two layers of the cord fabric in a set of new Tubeless DeLuxe Super-Cushions. Then a Jimmie Lynch Death Dodger raced these tires down the straight-

away—zoomed up a ramp and took a blood-curdling broad jump into space. That 3500-lb. car came down with a crash 30 feet away.

What happened to the tires? Nothing. No blow-outs. No air lost. Goodyear's exclusive 3-T Cord

and Grip-Seal construction resist the growth of breaks caused by cuts and bruises. 3-T Cord is so tough that any break grows slowly. Instead of a sudden dangerous blowout, you get a gradual, harmless loss of air.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



Look for this sign; there's a Goodyear dealer near you.

Tubeless DeLuxe Super-Cushion by

All-New Tubeless Super-Cushions give you **BETTER BLOWOUT PROTECTION!**

Goodyear's exclusive 3-T Cord and Grip-Seal construction make possible **the ultra-modern tubeless tire!**

No tire—not even this one—is blowout proof. Any tire may blow out if it is cut through.

But naturally the tire with the strongest cord offers the greatest protection against cuts and bruises that start fabric breaks—the most common cause of blowouts. 3-T Cord is so tough that any break grows slowly. Instead of a sudden dangerous blowout, you get a gradual, harmless loss of air.

In its exclusive and patented 3-T process, Goodyear triple tempers tough cord sinews and integrates them with improved rubber compounds under Tension, Temperature and Time—unifies rubber and fabric with Grip-Seal con-

struction to produce a tubeless tire body that's completely airtight—the strongest ever made!

Puncture flats reduced 80%!

Taxi fleet owners report that in more than 65 million miles of service, they have reduced puncture flats 80% with new Tubeless DeLuxe Super-Cushions. Goodyear's exclusive 3-T Cord grips nails like a vise—locks air in. In ordinary driving, the air stays locked in until you remove the nail at your convenience.

These new tubeless tires will fit your present wheels. Your Goodyear dealer will buy all the unused mileage in your present tires. See him.

It's the choice of leading car makers . . . make it your choice, too!



Smooth, quiet ride! New tread design greatly reduces car squeal and hum. Goodyear's exclusive new "Precision-Built" construction results from revolutionary new method of joining tire tread ends—eliminates heavy spots which cause annoying tire thump and extra wear.



Shorter stops and longer go! Thousands of nonskid edges and hundreds of deep-cut stop-notches stand guard between you and a dangerous skid. 15% more traction lets you brake to swifter, safer stops. Lighter weight and new wear-sharing tread give up to 12% more mileage.



This **ultra-modern** tubeless tire costs no more than a standard tire and tube!

GOODYEAR

This great new tubeless tire is available in either 3-T Rayon or Nylon Cord. This new tread design is also available in a conventional tire that uses a tube. Goodyear, Akron 16, Ohio.



2 SQUARE MEALS IN MINUTES

SPAM 'n' Bean Bake goes into the oven at the flick of a can-opener . . . comes out wonderful! Tender SPAM slices sizzle fragrantly atop hearty baked beans. So good because SPAM combines sweet juicy pork shoulder with mild tender ham. *Your best buy because there's HAM in SPAM.*

SPAM is the registered trade-mark for a pure pork product packed in 12 oz. cans only by Geo. A. Hormel & Co., Austin, Minn.

New! Hormel Chopped Beef gives you natural beef goodness . . . substantial and satisfying. No spicy cover-up flavorings. Just good nutritious beef, ready to eat hot or cold. Delicious "as is", or sizzling-brown from skillet or broiler. **HORMEL CHOPPED BEEF.**





STAIR-CLIMBING PROGRESS is made by multiple sclerosis victim Nicholas Saggio, who took 20 minutes, aided by



wife, to climb stairs in his New Haven, Conn. home. With chair, guided by daughter Paula, 10, it takes three minutes.

STAIR-CLIMBING WHEEL CHAIR

A set of motor-driven windmilling wheels roll invalids backward up steps

The increasing population of the infirm or aged who must spend their lives in wheel chairs prize above all things the feeling of self-sufficiency. But they have been helplessly dependent on others to get places where their wheel chairs cannot take them unaided, like up sidewalk curbs or flights of stairs. A recent stride in emancipating the wheel-chairbound is a new kind of chair which can climb up and down stairs under electric power and requires only the

strength of a child (*above*) to balance and guide it.

Developed by the Hartmann Engineering Co. of Copenhagen, Denmark, the chair is equipped, in addition to its regular wheels, with a three-wheeled stair-climbing device mounted under the seat. In climbing a flight of stairs the stair climber revolves slowly like a windmill, lifting the wheel chair upward and backward in an even succession step by step as shown in the multiple exposure photograph below.



MECHANICAL CLIMB takes chair up as three-wheeled climber turns clockwise. Each descending wheel comes

down on the step next higher up, lifting the chair a step. Assistant holds chair lightly to keep it from rolling down.

Looking for
Something?



TELEVISION



**FROM LAUNDRIES
TO TELEVISION
WHATEVER YOU NEED**

Find It Fast
In The
'Yellow Pages'



EACH AND EVERY ITEM IN THIS SALE



REXALL RUBBING ALCOHOL

For quick relief from minor muscular aches and pains, soreness caused by over-exertion. Finest quality available.

Pint
Reg. 69¢ **2 for 70¢**



REXALL PRO-CAP PLASTIC ADHESIVE TAPE

The new plastic tape that needs no cutter. Waterproof, flesh-color, flexible. Famous Pro-Cap adhesive—sticks better, stays put! 1/2 inch by 5 yards.

Reg. 29¢
2 for 30¢



REXALL Mi-31 ANTISEPTIC

Amber-color mouthwash, gargle, breath deodorant. Both refreshing and effective.

Pint
Reg. 79¢
2 for 80¢

SALE DAYS

Wednesday . April 13
Thursday . . April 14
Friday April 15
Saturday . . April 16

Use this ad as your shopping list and order in advance if you wish. Your Rexall Druggist will gladly lay away your order, to be picked up any time during the Rexall 1¢ Sale.

YOU GET TWICE AS MUCH FOR

REXALL 1¢

AT REXALL DRUG STORES IN THE

REXALL ASPIRIN

No faster-acting aspirin made. 100 5-grain tablets.

Reg. 54¢ **2 for 55¢**



ELITE LINEN POUND PAPER

50-sheet box of paper
Regularly 85¢ **2 for 86¢**

Box of 50 envelopes
Regularly 85¢ **2 for 86¢**



REXALL KLENZO ANTISEPTIC

Pint
Reg. 79¢

2 for 80¢

Ruby-red antiseptic mouthwash, gargle, and breath sweetener. Kills contacted germs quickly.



SUPER SPECIAL MONEY SAVERS • 41 Extra Bonus Values • Not 1¢ Sale Merchandise

- ☐ Aerosol Air Refresher... 2 for \$1.29
- ☐ Rexall Epsom Salts. Lb. Now 2 for 46¢
- ☐ Camphorated Oil, two 4-oz. bottles, 60¢
- ☐ Rexall Mineral Oil. Ideal for relieving sluggishness. Odorless, tasteless. Quart, now, 2 for \$1.26. Pint, now, 2 for 86¢
- ☐ Milk of Magnesia Tablets, 2 of 36, 29¢
- ☐ Aga-Rex Laxative. Pint... 2 for \$1.11
- ☐ Rex-Seltzer Tablets. 2 of 25... 59¢
- ☐ White Shoe Polish. 6 oz. 2 for 29¢
- ☐ Rexall Zinc Oxide Ointment. 1-oz. tube, 2 for 30¢; economy 2-oz. tube, 2 for 46¢
- ☐ Tiny Tot Baby Cream, Antiseptic Lotion or Oil. Your choice... 2 for 58¢
- ☐ Dental Floss, 100-yd. vial... 2 for 76¢
- ☐ Nail Polish Remover, now... 2 for 40¢
- ☐ Scout Flashlight Batteries... 2 for 21¢
- ☐ Golden Wand Lint Brush... 2 for \$1.51
- ☐ Filler Paper. 5-hole punched... 2 for 79¢
- ☐ Deb Shower Cap. Rubber... 2 for 60¢
- ☐ Cannon Turkish Towel... 2 for 77¢
- ☐ Cannon Wash Cloth... 2 for 29¢
- ☐ B-Complex Capsules. 100... 2 for \$2.60
- ☐ Boric Acid Ointment. 1 oz. 2 for 32¢
- ☐ Men's Handkerchief. Now... 2 for 21¢
- ☐ Milk of Magnesia Toothpaste, 2 for 56¢
- ☐ Moth Fume Crystals, Pound, 2 for 80¢
- ☐ Bridge, Poker, Pinochle Cards, Lord Baltimore. Single decks... 2 for 96¢
- ☐ Household Rubber Gloves. 2 Pairs 66¢



51 ga., 15 den. **2 pairs \$1.51**

SPUNTEX NYLON HOSIERY

In newest fashion-keyed shades. Glamorous, sheer 60 gauge, 15 denier. Now 2 pairs for... \$1.76

REXALL PLASTIC QUIK-BANDS

Flexible, waterproof bandages stay on even in water, are comfortable even on knuckles. Plain or Mercurochrome.



Boxes of 47
2 for 79¢



Now **3 for 98¢**
LORIE BUBBLE BATH
20-packet box, 5 fragrances. Makes luxurious bubbles.



MEDFORD FACIAL TISSUES

Soft yet strong. Better stock up now while sale is on.

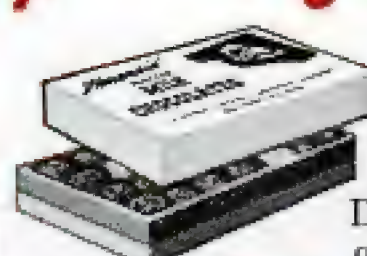
Boxes of 300 Now **2 for 39¢**



REXALL pH7 TOOTHPASTE

Anti-enzyme—neither acid nor alkaline, fights tooth decay.

3 tubes for 89¢



HOMEMAIDS CHOCOLATES

Delicious assortment of creams and chewies. Choice of milk or dark.

2 lbs. Only **\$1.39**

McGARRY'S TOAST-O-NUTS

Now only **57¢**

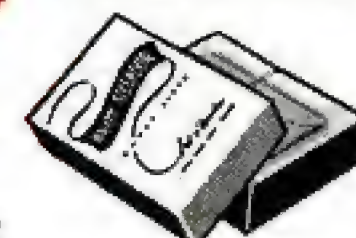
Delicious butter toffee. 1-lb. box.

McGarry's Brit-L-Nut, 1-lb. box, 47¢
Asstd. Hard Candies, Boxes, 2 for 59¢
Chocolate Covered Patties. Choice of 3 flavors. 7-oz. box. Now... 2 for 76¢
Tiny Tot Lollipops, 6 asstd., 2 for 11¢



EVERYDAY Now **59¢** GREETING CARDS

16 all-occasion cards and matching envelopes. You'll use them all year 'round.



WHITE SPLENDOR WRITING PAPER

Watermarked design. 120 sheets, 60 envelopes. A real bargain!

Now only **98¢**



ELKAYS IMPROVED FORMULA INSECT KILLER AEROSOL

Harmless to humans. Now **79¢**

ADRIENNE AEROSOL HAIR SPRAY

Lanolin-enriched mist keeps hair in soft, perfect order—even in wind, dampness.

11 oz. Now **89¢**



REXALL READY-SHAVE

Just push button for billows of whisker-wilting lather. 10 oz.

Now Only **61¢**



Rexall Drug Products are Guaranteed to Give Satisfaction or Your Money Back

IS REGULAR, GUARANTEED MERCHANDISE



GIFT WRAP PAPER

Cascade style for everyday. 2 sheets, 20" x 30" in eight attractive designs.

For special occasions—showers, weddings, anniversaries.

Reg. 15¢ pkg.

2 for 16¢



BATH POWDER—ADRIENNE, LAVENDER OR GARDEN SPICE

Choose your favorite fragrance! Three delightful after-bath refreshers.

Reg. \$1.50

2 for \$1.51



REXALL SHAMPOO

The family shampoo. Floats away dirt and dandruff, leaving hair sparkling-clean and lustrous.

5 oz. Reg. 59¢

2 for 60¢



SACCHARIN TABLETS

Sweetens coffee, tea, all beverages. Has no unpleasant after-taste.

100 tab., 1/4 gr. Reg. 35¢

2 for 36¢

1000 tab., 1/4 gr. Reg. \$1.08

2 for \$1.09

100 tab., 1/2 gr. Reg. 45¢

2 for 46¢

1000 tab., 1/2 gr. Reg. \$1.26

2 for \$1.27



ADRIENNE INDELO LIPSTICKS

New "Magic Red" adapts to your lips! Or choose from 6 other glamorous shades to complement your complexion, hair shade, wardrobe colors.

Reg. \$1.00

2 for \$1.01

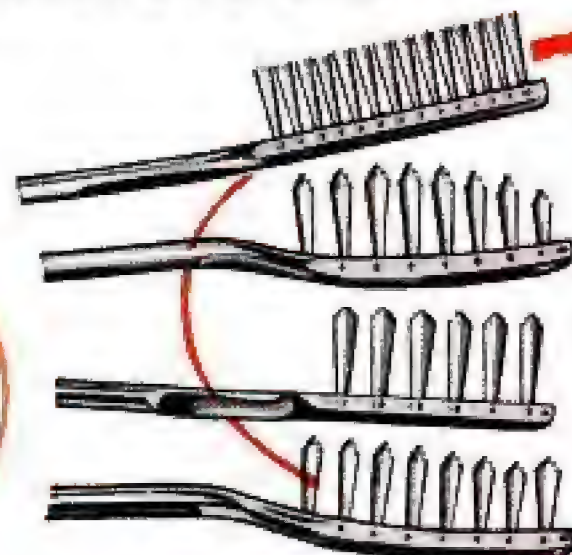


REXALL PANOVITE VITAMINS

This multi-vitamin capsule, taken once a day, provides 2 1/2 times your minimum requirement of vitamins B1 and D, 1 1/4 times the vitamins A and B2, plus 1 3/4 times your minimum requirement of vitamin C; plus B6, niacinamide and calcium pantothenate. Save during sale!

Bottle of 100 Reg. \$3.10

2 for \$3.11



KLENZO TOOTHBRUSHES

Fine quality nylon-bristled brushes in medically-approved styles. In medium, hard, or fine textures.

Reg. 39¢ Now

2 for 40¢



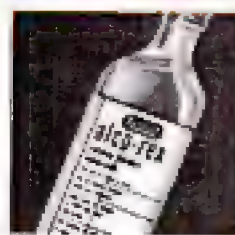
LAVENDER SHAVE CREAM

3 1/4 oz. Brushless or 3 1/2 oz. Lather Reg. 59¢

Refreshing Mentholated Shave Cream that softens beard and leaves face cool and smooth.

2 for 60¢

STOCK UP AND SAVE ON THESE FAMILY REMEDIES . . .



☐ **Alco Rex Rubbing Alcohol Compound.** A cooling, invigorating refresher for all rubdown purposes. Helps reduce skin temperature. Full pt., 49¢, **2 for 50¢**

☐ **Aspirex Cough Drops.** Better than a gargle for throat irritation. 15¢, **2 for 16¢**

☐ **Rexall Spirit of Camphor.** Helps relieve cold-sore discomfort. 1 oz., 35¢, **2 for 36¢**

☐ **Rex-Rub.** Helps relieve muscular aches and pains. Stimulating, greaseless solution. 6-oz. bottle, regularly 89¢, now, **2 for 90¢**

☐ **Rexall Corn Solvent.** Painless corn remover. 1/2 oz., reg. 35¢, now, **2 for 36¢**

☐ **Monacet APC Tablets.** Time-tested formula of aspirin, phenacetin and caffeine. Helps relieve discomforts of colds. Reg. bottle of 100 for 79¢, **2 for 80¢**



☐ **Rexall Cold Sore Lotion.** Relieves and helps dry out cold sores. Soothing and protective. 1/4 oz., reg. 29¢, now, **2 for 30¢**



☐ **Rexall Petrofrol mineral oil laxative.** Gentle, tasteless and non-habit forming; mechanical action relieves constipation quickly. Pint, reg. 59¢, now, **2 for 60¢**

☐ **Rexall Ascorbic Acid.** Vitamin C. 100 mgs. 100-tablet bottle, \$1.98, **2 for \$1.99**

☐ **Rexall Analgesic Balm,** for quick relief from minor muscular soreness; or minor bronchial irritations due to colds. 1 oz., regularly 65¢, now, during sale, **2 for 66¢**

☐ **Rexall Little Pills.** Gentle action for relief of temporary or occasional constipation and headache or biliousness when due to constipation. Bottle of 100, 45¢, **2 for 46¢**

☐ **Rexall Witch Hazel.** An excellent facial astringent and after-shave lotion. Makes a soothing application for sprains and bruises. Full pint, regularly 57¢, now, **2 for 58¢**

☐ **Rexall Beef, Wine & Iron Tonic.** An appetite stimulant for simple or nutritional anemia. Pint, \$1.50, now, **2 for \$1.51**

☐ **Rexall Antacid Gas Tablets** neutralize excess stomach acidity, ease gastric distress, flatulence. Bottle of 40, 39¢, **2 for 40¢**

☐ **Rexillana Cough Syrup.** Soothes coughs due to colds. Safe, pleasant, effective. 4-ounce bottle, reg. 59¢, now, **2 for 60¢**

☐ **Rexall Cold Tablets.** Relieve symptoms, discomfort. Bottle of 30, 39¢, **2 for 40¢**

☐ **Rexall Antihistamine Tablets** for colds. Give prompt relief from the symptoms and discomfort of common colds. Bottle of 15, reg. 49¢, now, **2 for 50¢**



☐ **Rexall White Liniment.** 4 oz. . . . **2 for 40¢**

☐ **Rexall Boric Acid.** Powder or Crystals, 4 ounce, regularly 33¢, now, **2 for 34¢**

☐ **Rexall Peroxide of Hydrogen.** 3% solution. Pint, regularly 45¢, now, **2 for 46¢**

☐ **Toothache Drops,** reg. 35¢, **2 for 36¢**

☐ **Rexall Calamine Lotion.** Relieves heat rash, skin irritations. Latest formula; U.S.P. purity, strength, 4 oz., 35¢, **2 for 36¢**

☐ **Rexall Sweet'n-ets Sprinkle.** Gives all of the taste—none of the calories. 2 1/4-oz. shaker is the equivalent of 200 teaspoonfuls sugar. Reg. 98¢, **2 for 99¢**



☐ **Fungi-Rex, Greaseless.** Gives fast and effective relief from the itching and other discomforts of Athlete's Foot. 1 1/2-oz. tube, reg. 75¢, now, **2 for 76¢**

☐ **Rexall Eye Drops.** Soothing, cleansing lotion for relieving simple irritation caused by dust, wind. 1 oz., 39¢, **2 for 40¢**

☐ **Rex Salvine.** An antiseptic salve for soothing minor burns, scalds, scratches, and cuts. Relieves surface pain and inhibits germ growth. Excellent for simple skin irritations. 1 1/2-oz. tube, reg. 57¢, **2 for 58¢**

☐ **Rexall Tincture Iodine.** Antiseptic and germicidal when applied to minor wounds and insect bites. 1-oz. bottle with applicator, reg. 33¢, now, **2 for 34¢**



☐ **Rexall Eyelo eye lotion.** Soothes, cools and cleanses. Reduces irritation caused by wind, dust and bright sun. With eye cup. 1/2 pint, regularly 69¢, now, **2 for 70¢**

☐ **Rexall Mercurochrome,** 2%, 1/2-oz. bottle with applicator, reg. 25¢, now, **2 for 26¢**

TURN THE PAGE FOR MORE

1¢ SALE
BARGAINS

YOUR
Rexall
DRUG STORE

You Can Depend on Any Drug Product that Bears the Name Rexall

STATIONERY SAVINGS



- **Pink 'N' Charcoal Writing Paper.** 36 daintily embossed pink vellum sheets; 24 envelopes, reg. \$1.00 box. 2 for \$1.01
- **Tradition Linen.** Rich, extra-heavy white paper—60 sheets; 36 env. \$1.50, 2 for \$1.51
- **Dainty Bouquet.** 30 sheets with dainty white engraved design; 30 plain; 30 gray vellum env. \$1.50 gift box. 2 for \$1.51
- **Rainbow Ripple.** 40 sheets embossed "ripple" paper; 24 env. Includes pink, gray, green and white. Reg. \$1.25 box, 2 for \$1.26
- **Shadowline Paper.** New "shadowline" effect on white paper. 40 popular large flat sheets with 20 env. \$1.00 box. 2 for \$1.01
- **Fantasy Writing Paper.** 36 rich suede finish, gray vellum sheets with white watermark. 24 env. \$1.00 box. 2 for \$1.01
- **Speedlines, Air Mail.** 80 white sheets; 30 env. and stickers. \$1.00 box, 2 for \$1.01
- **Royalton Writing Paper.** Distinctive white paper with faint watermark. 24 sheets, 20 env., reg. 85¢ box, now. 2 for 86¢
- **Elite Linen Envelopes.** Package of 25 envelopes, regularly 25¢. 2 for 26¢
- **Air Mail Tablet, Lord Baltimore.** Cockle finish, onion skin. Reg. 25¢. 2 for 26¢
- **Commercial Envelopes.** White, cello-wrapped, jumbo pack. 6¾. 25¢, 2 for 26¢
- **French Watercolor Notes.** Full-color "Time 'N' Tide" paintings in French-fold notes. 16 with env. \$1.00 box, 2 for \$1.01
- **Fashion Notes.** New tall size. 20 embossed notes in six colors with popular flower and bird designs, env. \$1.00 box. 2 for \$1.01
- **Continental Notes.** New, original! Drawings of countries with captions. 18 French-fold notes and env. \$1.00 box. 2 for \$1.01
- **Photo Print Notes.** Kodachrome reproductions of popular rose designs. 10 notes, post-card weight; 10 env., 60¢ box. 2 for 61¢
- **Thank-You Notes.** 10 white vellum notes, folded, with "Many Thanks" engraved in gold. 10 env., regularly 50¢, now. 2 for 51¢
- **Retractable Ball Pen.** Asst'd. colors; uses BB refill. Reg. \$1.29. 2 for \$1.30
- **Fountain Pen, Lord Baltimore.** Gold colored trim. Reg. \$1.00, now. 2 for \$1.01

MEN'S TOILETRIES & SHAVING AIDS

- **Lavender Aerated Shaving Creams,** regular or mentholated, in convenient push-button Aerosol cans. Less than a penny a shave. 10 oz., reg. \$1.25, 2 for \$1.26
- **Lavender After-Shave Lotion.** Pleasant, brisk fragrance. 4 oz., reg. \$1, 2 for \$1.01
- **Rexall Shave Cream.** 2¾-oz. regular or 2½-oz. brushless. Reg. 43¢. 2 for 44¢
- **Rexall Styptic Pencil,** reg. 15¢, 2 for 16¢
- **Rexall Bay Rum.** Bracing after-shave lotion. Pint, regularly 59¢. 2 for 60¢
- **Klenzo Lather Shaving Brush.** Long-lasting bristles. \$1.00. 2 for \$1.01
- **Permedge Razor Blades.** 20 double or 18 single edge, reg. 49¢ a pkg. 2 for 50¢
- **Rexall Cream Hair Tonic.** Contains no alcohol. 5 oz., reg. 69¢, now. 2 for 70¢
- **Rexall Hair Oil,** for day-long good grooming. 5-oz. jar, regularly 49¢. 2 for 50¢
- **Rexall Shaving Lotion.** Mild astringent action that's brisk and bracing. Spicy, masculine fragrance. Refreshing, cooling, after-shave "pick-up." 6-oz. bottles, regularly 59¢ each, now. 2 for 60¢
- **"8480" Nail Clipper.** Reg. 49¢, 2 for 50¢
- **Lavender Cologne Deodorant.** Effective anti-perspirant; lends refreshing touch. 4-oz. bottle, regularly \$1.00. 2 for \$1.01
- **Lavender Hair Tonic.** Removes loose dandruff. 6 oz., reg. \$1.00. 2 for \$1.01
- **Lavender Cream Hair Tonic with Lanolin.** Non-alcoholic, so won't dry out hair. 6 oz., regularly \$1.00, now. 2 for \$1.01
- **Lavender Hair Oil,** 6 oz., \$1, 2 for \$1.01
- **Lavender After-Shave Talc,** 3½ ounces, regularly 50¢, now. 2 for 51¢
- **Lavender Hair Dressing.** 4 oz., 2 for 76¢
- **Lavender Shampoo.** Lathers abundantly. Rinses easily. 6 oz., \$1.00. 2 for \$1.01

GET TWICE AS MUCH FOR A PENNY MORE

REXALL 1¢ SALE

AT REXALL DRUG STORES IN UNITED STATES & CANADA

HOUSEHOLD HELPS



- **Elkaids Wickstyle Household Deodorant.** Pleasant-scented. 6 oz., 59¢. 2 for 60¢
- **Cascade Curling Ribbon.** 55-ft. hanks of all rayon, curling ribbon in choice of 12 beautiful colors; or 15-ft. hanks of ¾" ribbon in assortment of popular colors. Regular 25¢ hanks, now you save at. 2 for 26¢
- **Elkaids Floor-Brite Liquid Wax.** Self-polishing, long-wearing. Pt., 69¢. 2 for 70¢
- **Rexall No. 6 Pine Oil Disinfectant** deodorizes, cleans, disinfects—all at once. Economical (use one gallon water to 4 tablespoons disinfectant). Non-corrosive, non-caustic when used as directed. Pint bottle, regularly \$1.19. 2 for \$1.20
- **Monreale Olive Oil,** finest quality, imported—for cooking, dressings, etc. 12-oz. bottle, regularly \$1.19. 2 for \$1.20
- **Rex-Ray 9-Ft. Extension Cord.** 3-way tap. Brown or white. Reg. 79¢. 2 for 80¢

DENTAL NEEDS



- **Rexall Ammoniated Tooth Powder.** Helps prevent tooth decay by releasing ammonium ions to inhibit acid formation on teeth, when used regularly after eating. Licensed by the University of Illinois Foundation. 3 oz., reg. 43¢, now. 2 for 44¢
- **Klenzo Child's Toothbrush.** Fine texture nylon bristles. Medically-approved style and size for child's mouth. Reg. 25¢. 2 for 26¢
- **Rexall Dental Floss,** in acetate vial with cutting edge. 30 yards, 25¢. 2 for 26¢
- **Rexall Denture Adhesive Powder.** Non-irritating. Holds false teeth firmly and comfortably in place, permitting you to eat, talk and smile with confidence. 3-ounce can, regularly 60¢, now. 2 for 61¢
- **Rexall "Self-Acting" Dental Plate Cleaner.** No brushing—just leave dentures in solution overnight for thorough cleaning and deodorizing. 7½ oz., reg. 69¢, 2 for 70¢

BE SURE YOU DON'T MISS THESE

- Helen Cornell Bobby Pins,** Black or bronze, 24 regular or 18 rubber-tipped, 10¢. Now you save at. 2 FOR 11¢
- Safety Pins,** Choose from gilt or steel in assorted sizes. Stock up now. 2 FOR 11¢
- Helen Cornell Hair Nets,** Bunch, regularly 10¢, now a real saving at. 2 FOR 11¢
- Rexall Milk of Magnesia,** Elasticized nylon—choice of 7 shades. Snug fit. Regularly 10¢, now you save at. 2 FOR 11¢
- Rexall Children's Aspirin,** An effective laxative. Pure, mild, smooth. No "earthy" taste. Pint, reg. 43¢. 2 FOR 44¢
- Commercial Envelopes,** Stop guessing dosage! Use these orange-flavored 1-grain tablets. 50, reg. 35¢. 2 FOR 36¢
- Gift Wrap Ribbon,** White, 3½" x 6½" Belmont envelopes. Package of 14, regularly 10¢, now stock up at. 2 FOR 11¢
- Choice of 8 solid or multi colors in 9' lengths of rayon acetate. Reg. 10¢, now stock up and save at. 2 FOR 11¢**

BEAUTY BUYS — Stock Up Now and Save!

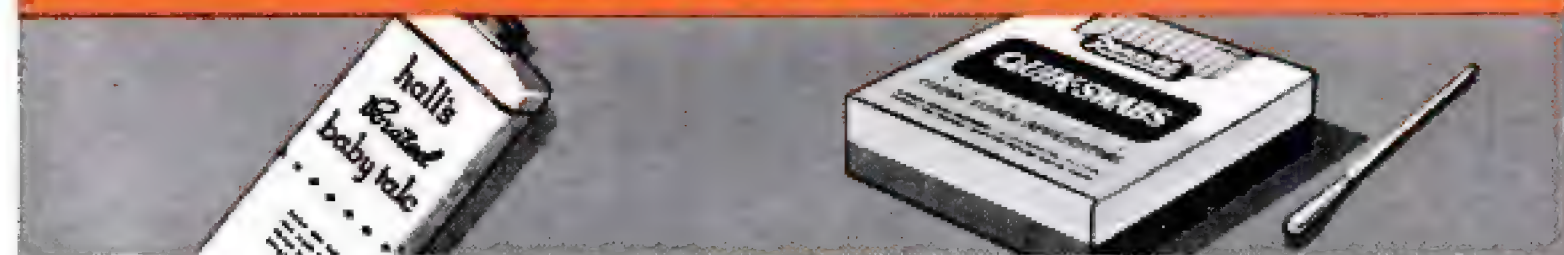


← Check Preceding Pages Again — Don't Miss Any Bargains!

SALE DAYS

WEDNESDAY . . . APRIL 13
THURSDAY . . . APRIL 14
FRIDAY APRIL 15
SATURDAY APRIL 16

BUYS FOR BABIES

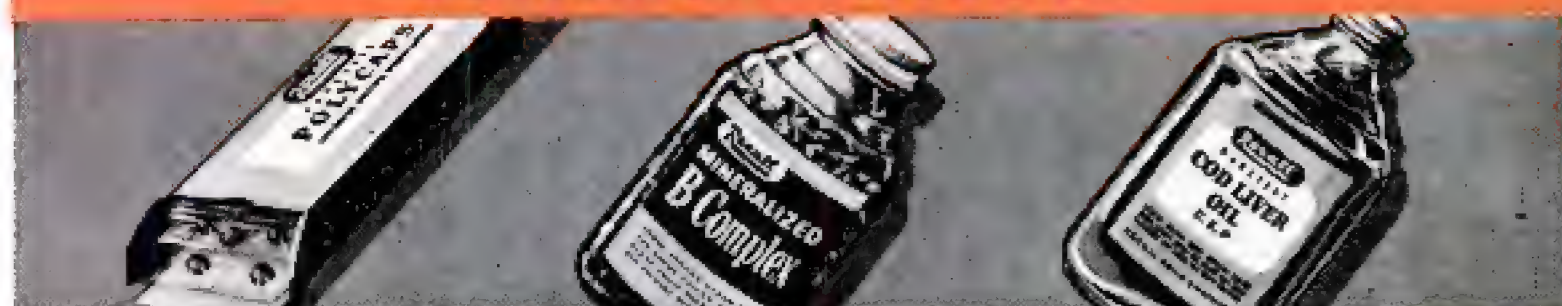


- **Hall's Talcum Powder** for babies. A careful blend of finest talc for tender skin. Cools, soothes, softens skin after baths and diaper changes; helps prevent and relieve chafing, heat and body rash. Stock up now for warm months ahead. 1 pound box, regularly 75¢, now, during sale... **2 for 76¢**
- **Rexall Cotton Balls.** 65 sterilized, absorbent balls in handy package to keep ready in nursery for baby care. Ideal for first aid and cosmetic use, too! Reg. 39¢, **2 for 40¢**
- **Baby Cough Syrup,** pleasant-tasting, quickly relieves coughs due to colds. 3-oz. bottle, regularly 39¢, now... **2 for 40¢**
- **Rexall Aspirin, Tiny Tot.** Don't guess with children! Give accurate dosage just as doctor prescribes. Flavored tablets that children like to take. Bottle of 100 half-grain tablets, regularly 35¢, now... **2 for 36¢**
- **Rexall Quik-Swabs.** Just-right size. Cotton-tipped applicators ideal for dozens of nursery needs. Especially useful for cleaning nostrils and ears. 100, 35¢... **2 for 36¢**
- **Baby Rattles.** Hand-painted plastic rattles in a wonderful assortment of styles, characters and handles. Pastel colors; harmless finish. Stock up now for gifts! Regularly 25¢, now, during sale... **2 for 26¢**
- **Nylon Bottle Brush.** Just the right length to make bottle-cleaning easy. Fine texture, long-lasting bristles on strong wire handle. Regularly 25¢, now, during sale... **2 for 26¢**
- **Rexall Polymulsion,** vitamin formula for babies. High potency. Contains Vitamins A, C, D, B₁ and B₂. A pleasantly flavored liquid that mixes readily with baby's formula, fruit juice, etc. Pint bottle, regularly \$3.59, now, during sale... **2 for \$3.60**

Important Note:

The items listed in this advertisement are regular, guaranteed Rexall products—freshly stocked by Rexall Family Druggists for this great money-saving event. Only the increased volume resulting from the 1¢ Sale enables them to offer you such quality at such tremendous savings.

VITAMIN VALUES



- **Rexall Polycaps.** Multi-vitamin capsules for growing children. One red capsule daily provides the minimum daily requirement of all vitamins ordinarily essential for children up to twelve years of age. Box of 72, regularly \$1.98, now... **2 for \$1.99**
- **Rexall Mineralized B Complex** with red crystalline vitamin B₁₂, liver, iron and vitamin C. Combines 9 important B vitamins and iron with 11 valuable mineral trace elements: calcium, iodine, phosphorus, cobalt, copper, manganese, magnesium, molybdenum, potassium, zinc and nickel. Family-size bottle of 100 tablets, regularly \$5.95, now stock up at... **2 for only \$5.96**
- **Rexall's Brewer's Yeast** tablets provide important amounts of vitamin B₁ and B₂ at low cost. 250, reg. 98¢, now... **2 for 99¢**
- **Rexall Yeast and Iron Tablets.** Recommended adult dosage supplies 7 times M.D.A.R.* of iron, plus valuable amounts of vitamins B₁ and B₂. Bottle of 100 tablets, regularly 75¢, now, during sale... **2 for 76¢**
- **Rexall Cod Liver Oil, High Potency.** Valuable child's diet supplement. One teaspoonful has 1½ times M.D.A.R.* of vitamins A and D. Full pint, reg. \$1.49... **2 for \$1.50**
- **Rexall Dicalcium Phosphate** capsules supplement the diet of expectant and nursing mothers. 3 capsules daily supply: calcium, ½ M.D.A.R.*; phosphorus, ½ M.D.A.R.; vitamin D₂, twice M.D.A.R. Bottle of 100, reg. \$1.24, now **2 for \$1.25**
- **Rexall ABDG Capsules.** Two capsules daily supply 1¼ times M.D.A.R.* of vitamin A; 2 times M.D.A.R. of vitamin D; M.D.A.R. of vitamins B₁ and B₂, plus 10 mg. of niacinamide. Bottle of 100 capsules, reg. \$1.59, now, during sale... **2 for \$1.60**
- **Vitamin B₁₂ Concentrate Capsules.** Each capsule provides 5 micrograms of red vitamin B₁₂—extremely important in stimulating the formation of red blood cells and in aiding the prevention of simple nutritional anemia due to B₁₂ deficiency. Bottle of 100, 5 mcg., reg. \$1.40, now... **2 for \$1.41**



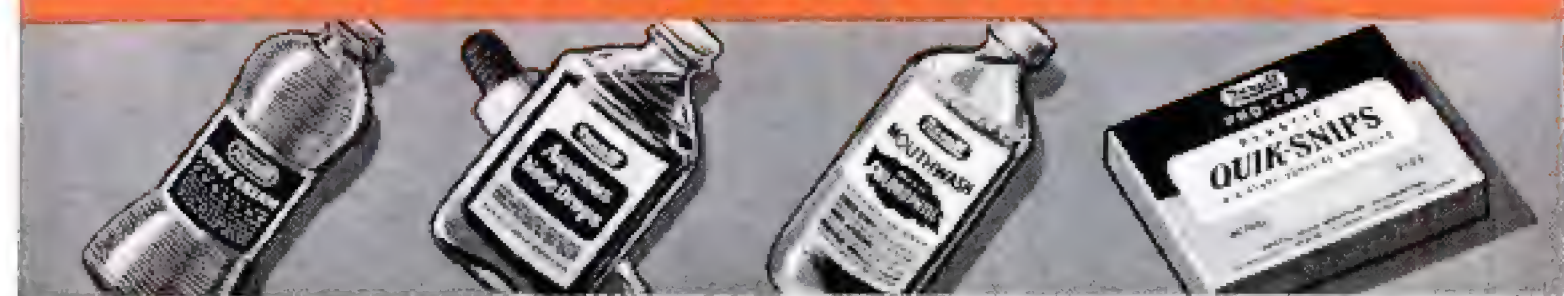
- **Rexall 5X Multi-Vitamins** supply 5 times the Minimum Daily Adult Requirement of all vitamins with known minimums. Each tablet supplies vitamin A, D, B₁ (thiamin), B₂ (riboflavin), C, and niacinamide, plus B₁₂. A tablet a day provides a protective margin of important nutritive elements that may be lacking in the ordinary or deficient diet. 5X multi-vitamins are also a valuable dietary supplement for convalescents, expectant mothers, and manual workers—who may require more than ordinary amount of these important vitamins. Bottle of 50 tablets, regularly \$6.95, now... **2 for \$6.96**
- **Rexall Percocod Tablets** ("Vitamin Candy") for children. Two pleasant-tasting tablets a day supply more vitamin A and D than a teaspoonful of cod liver oil. Bottle of 110, regularly 98¢, now... **2 for 99¢**
- **Rexall Panovite with Minerals.** One capsule gives more than minimum daily requirements of Vitamin A (1¼ times M.D.A.R.*), vitamin D (2½ times M.D.A.R.), vitamin B₁ (2½ times M.D.A.R.), vitamin B₂ (1¼ times M.D.A.R.), vitamin C (1½ times M.D.A.R.)—plus B₆, B₁₂, calcium pantothenate, niacinamide and eleven important minerals: calcium, cobalt, copper, iodine, iron, manganese, magnesium, molybdenum, phosphorus, potassium and zinc. Bottle of 100 capsules, regularly \$4.95... **2 for \$4.96**
- **Vitamin B₁₂ Concentrate Tablets.** Like capsules above, but with twice the B₁₂ in easy-to-take tablet form. Bottle of 100 tablets, 10 mcg., regularly \$2.30... **2 for \$2.31**

*M.D.A.R.: Minimum Daily Adult Requirement

FOURTEEN BIG 1¢ SALE BARGAINS

- Cascade Lead Pencil,** Medium lead, excellent quality pencil, regularly 5¢ each. Stock up and save at... **2 FOR 6¢**
- Rexall Gauze Bandage,** Sterile, 2-inch by 10-yard roll. Buy now for emergency. Regularly 27¢, now stock up at... **2 FOR 28¢**
- Glycerin Suppositories,** Two types: children's and adults'. Box of 12, regularly 43¢, now save at... **2 FOR 44¢**
- Rexall Stork Nurser,** Complete baby feeding unit. 8-oz. bottle, nipple, cap. Regularly 35¢, now stock up at... **2 FOR 36¢**
- Trim Tie Shoelaces,** All 27 inch; choice of black, brown or white. Pair, regularly 10¢. Stock up now and save at... **2 FOR 11¢**
- Elite Linen Ink Tablets,** Note or letter size, plain or ruled. Regularly 25¢, now stock up and save at... **2 FOR 26¢**
- Klearite Plastic Combs,** Your choice of pocket, rattail, or dressing comb. Reg. 10¢, now stock up and save at... **2 FOR 11¢**

MEDICINE CHEST SAVINGS



- **Rexall Gypsy Cream** for sunburn protection and relief. 8 oz., 69¢, now... **2 for 70¢**
- **Rexall Nose Drops** give quick relief from stuffed up nose due to colds; make breathing easier. 1 oz., 49¢, now... **2 for 50¢**
- **Rexall Aspirin.** 36, reg. 27¢... **2 for 28¢**
- **Rexall Celurex Laxative Tablets.** Bottle of 65, regularly 89¢, now... **2 for 90¢**
 Bottle of 130, reg. \$1.69, now... **2 for \$1.70**
- **Rexall Mentholated White Pine and Tar Cough Syrup.** ½ pint, reg. 79¢, **2 for 80¢**
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- **Men's and Ladies' Sunglasses** in choice of aviator-style or plastic frames. Regularly \$1.00, now you can save at... **2 for \$1.01**
- **Children's Sun Glasses,** plastic frames, Crookes lenses, colors. Reg. 29¢, **2 for 30¢**
- **Pipes,** Windsor imported briars, choice of many styles, shapes. Reg. \$1... **2 for \$1.01**
- **Pocket Knives** with fine steel blades. Several types. Regularly 79¢... **2 for 80¢**

These suggested retail prices are effective April 13 through April 16 inclusive, and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Items and prices may vary slightly in Canada. Rexall Drug Company, Los Angeles 54, Cal.



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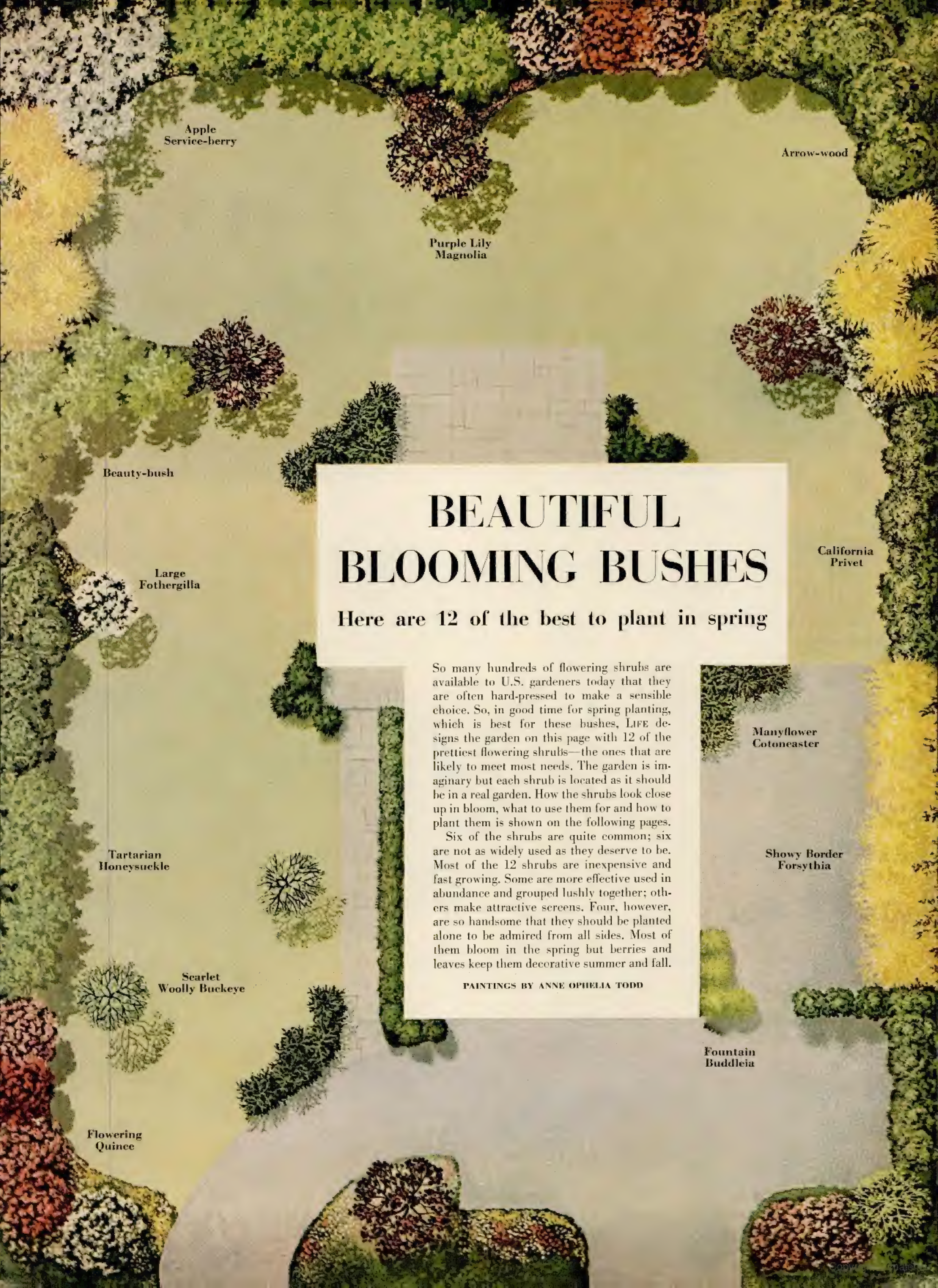
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Apple
Service-berry

Arrow-wood

Purple Lily
Magnolia

Beauty-bush

Large
Fothergilla

BEAUTIFUL BLOOMING BUSHES

Here are 12 of the best to plant in spring

So many hundreds of flowering shrubs are available to U.S. gardeners today that they are often hard-pressed to make a sensible choice. So, in good time for spring planting, which is best for these bushes, LIFE designs the garden on this page with 12 of the prettiest flowering shrubs—the ones that are likely to meet most needs. The garden is imaginary but each shrub is located as it should be in a real garden. How the shrubs look close up in bloom, what to use them for and how to plant them is shown on the following pages.

Six of the shrubs are quite common; six are not as widely used as they deserve to be. Most of the 12 shrubs are inexpensive and fast growing. Some are more effective used in abundance and grouped lushly together; others make attractive screens. Four, however, are so handsome that they should be planted alone to be admired from all sides. Most of them bloom in the spring but berries and leaves keep them decorative summer and fall.

PAINTINGS BY ANNE OPHELIA TODD

Manyflower
Cotoneaster

Showy Border
Forsythia

Fountain
Buddleia

Tartarian
Honeysuckle

Scarlet
Woolly Buckeye

Flowering
Quince

California
Privet

FOR MASSED BANKS OF FLOWERS



FLOWERING QUINCE

Largest of the ornamental quinces, flowering quince grows to six feet or taller. It is shown above in bloom and (*below right*) with the three other shrubs on these pages. (The quince after bloom is at left in the group.) Best when planted with other shrubs, it is also effective if planted in groups of three or four quinces of different colors. There are many varieties with flowers from pink to scarlet.



FOUNTAIN BUDDLEIA

In the late spring this shrub bursts into such full bloom that its slender stalks are bent down, making it look like a fountain. Hardest of all butterfly-bushes and noted for its fragrance, it is the only one whose branches do not die down in the winter. It can be planted in clusters of three or four. If space permits it teams well with other shrubs. It is shown in the center of the grouping above right.





MANYFLOWER COTONEASTER

Twice a year this shrub puts on an impressive show. In spring its wandlike stems sparkle with white flowers. In fall it flashes a crop of cranberry-colored berries on which robins stock up for the trip south. A wide-spreading plant, the cotoneaster requires plenty of room, is especially attractive massed on a slope or used in front of taller shrubs as in the grouping below (*foreground, at right*).



BEAUTY-BUSH

This shrub features a spendthrift profusion of pink and white flowers against silvery foliage in early summer. Unlike many shrubs the blooms of this kolkwitzia do not wilt and shed when brought indoors. It grows fast and upright and will be nearly ten feet tall in as many years if given a good start. As shown in right rear of the group above, it provides an excellent background for lower shrubs.



FOR SCREENS

ARROW-WOOD

A pleasantly rounded bush that grows almost like a weed when conditions suit it, this viburnum can be used to make a dense, inexpensive screen or hedge. In early summer it is covered with flowers (*left*) and in fall (*below*) with blue-black berries. Later, the leaves turn yellow, purple and crimson. It can be used, as in the grouping at the bottom of the page, to stand behind and frame other shrubs.



SHOWY BORDER FORSYTHIA

The forsythia, the second favorite shrub in the U.S., is the real trumpet of spring, blooming earlier than almost any other. The variety shown above and at right in front of the arrow-wood is best of its family for hedges and screens because it grows most sturdily upright. It also produces in abundance the deepest yellow flowers. Forsythia is seldom seen at its best for it is rarely given enough room to grow.



AND HEDGES

TARTARIAN HONEYSUCKLE

This vigorous, healthy shrub, which always keeps a tidy shape, grows quickly but does not take over the landscape while zooming up to hide the neighbors or the laundry line. In spring it modestly produces small white, pink or deep rose blossoms, according to the variety planted, which give off a heavy-honeyed scent. In summer the shrub is laden with berries (*below*) which lure birds from miles around.



CALIFORNIA PRIVET

Most popular shrub in the country, privet is also the most shabbily treated. Used largely for hedges it becomes scraggly because homeowners do not give it the stringent pruning it needs to become dense and smooth. Also, too few realize what a wonderful screen full-grown privet makes. California privet shown above and in the foreground at left has a billowy crest of white flowers in early summer.



FOR SHOWING OFF

APPLE SERVICE-BERRY

This hybrid amelanchier bursts into bloom with delicate white flower clusters (*left*) when daffodils are up. Later it drapes itself with blue-black berries. In fall its leaves turn varied shades of orange. As the shrub grows it becomes straighter, but even at 25 feet, a height it sometimes reaches, it retains a natural woody look. It is most effective when planted alone, with space for spreading out.



PURPLE LILY MAGNOLIA

Most expensive and slowest growing shrub among LIFE's 12, this magnolia is worth the time and money because of its sensational beauty. In spring it is heavy with dark purple flowers. At maturity it is nine or 10 feet tall with wavy-edged dark green leaves and is so distinctive that it should stand alone, as below. Later blooming than most magnolias, its buds are in less danger of being nipped by frost.



IN A PRIZE SPOT



LARGE FOTHERGILLA

Relative of the witch-hazel, the large fothergilla grows quickly, makes a lush, rounded pyramid at an early age, eventually becomes eight or nine feet tall. In late spring it is full of pleasantly scented, white, uplifted flowers. In the fall its heavily massed leaves turn bright yellow, orange and red-purple. It should be planted alone, as at left, and is especially dramatic with evergreens as a backdrop.



SCARLET WOOLLY BUCKEYE

A shrub version of the horse-chestnut, this bush with its lustrous, long, dark leaves seems made to harmonize with modern architecture as is shown at the right. In late spring its branches carry candelabra of bright scarlet flowers which look like small orchids. At maturity this buckeye is seven or eight feet tall. It is perfect for planting near an entrance walk or to place in front of hemlocks or other evergreens.





Here's Spaghetti Sauce by Franco-American

MADE THE ITALIAN WAY—WITH MEAT

HOW LONG has it been since you sat down to such a tantalizing dish? Steaming spaghetti, topped with a rich, thick meat sauce that tastes just like the slow-simmered kind Italians make.

In this case, the sauce is FRANCO-AMERICAN Spaghetti Sauce. And of all spaghetti sauces, we believe you'll agree it tastes the most like "home."

The recipe for it is quite complicated and "Italian." First of all, it includes meat—fine quality

beef, chopped into juicy bits. And there are thirteen other ingredients—such as onions and parsley and garlic and tomatoes and spices.

If you cooked a sauce like this at home, it would take you *hours* to prepare. But when you serve Franco-American Spaghetti Sauce, all you do is heat it! Three or four minutes—and you're ready to ladle it out.

Just for the fun of it, notice how many people

ask you for the recipe when you serve them this Italian-style sauce. (You can tell them it's a deep, dark secret. It *is*.)

Best of all, this enticing, homey-tasting sauce costs less than 8 cents a serving!

Franco-American
Spaghetti Sauce WITH MEAT

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

HOW TO PLANT THE SHRUBS

Buying large plants is the quickest way to have tall, thick shrubbery. But because this is usually too expensive, buy the largest stock sold with bare roots instead of the taller shrubs in a burlapped ball of earth. In planting remember two simple rules: 1) give the roots plenty of good soil and 2) give them plenty of room. Nurserymen say, "Better a 50¢ bush in a \$5 hole than vice versa." Pack topsoil under and around the roots and give each plant a good soaking. To offset root damage due to transplanting, the tops should be cut back—but seldom more than six to 12 inches. Most of the plants shown on the preceding pages grow best in soil having a neutral balance between acid and alkaline. Prune them warily and chiefly to remove the older wood. The safest time to prune is just after the flowers have faded and the old wood is easy to recognize. Though all the shrubs shown here can be planted now, most may also be put in during late fall after the first frost.

FLOWERING QUINCE (*Chaenomeles lagenaria*) needs sunshine and room to spread out. Plants bought three feet tall should be set five feet apart. The blossoms appear only on branches grown the year before and therefore serve after fading as guides to safe pruning.

FOUNTAIN BUDDLEIA (*Buddleia alternifolia*) will thrive in poor soil if well drained. It grows fast and should be allowed to spread wider than it is high. Since it blossoms on new shoots as well as last year's wood, it may be liberally pruned for fullest possible bloom just as growth starts in spring.

MANYFLOWER COTONEASTER (*Cotoneaster multiflora calocarpa*) should be bought from two to three feet tall in a ball of earth and spaced four to six feet apart. Welter of crossing branches should not be pruned much.

BEAUTY-BUSH (*Kolkwitzia amabilis*) blooms best in a well-drained, sunny spot. Plants placed five feet apart will soon fill in gaps.

ARROW-WOOD (*Viburnum dentatum*) grows wild in eastern U.S. hedge-rows. It thrives in almost any soil, does not mind soggy or shade. For best bloom it should be fed with slow-working fertilizer laid on in the fall.

SHOWY BORDER FORSYTHIA (*Forsythia intermedia spectabilis*) does best in a sunny place and with yearly fertilizing. Although it is safest to prune after blossom fades, no harm is done by careful pruning at the end of winter so that branches may flower indoors.

TARTARIAN HONEYSUCKLE (*Lonicera tartarica*) is cheap yet hardy. Tolerant of both shade and poor soil, it grows fast without regular feeding. This shrub starts its growth surprisingly early in the spring but, if well watered, will do well even when planted in a fully leaved stage.

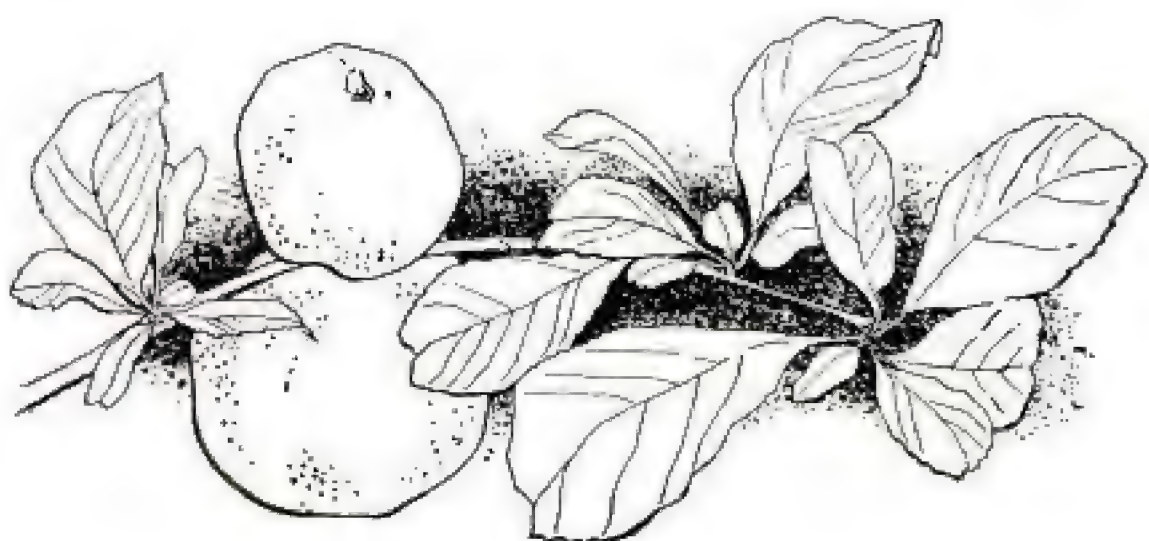
CALIFORNIA PRIVET (*Ligustrum ovalifolium*) grows best where winters are not too severe. (If temperatures go under 5 below zero, use Amur privet instead.) Buy three-foot plants, stagger them two feet apart and during the first three years prune enough of the upright branches to produce several horizontal branches. The privet screen, which will soon be six feet tall, will thrive in shade or city conditions but needs heavy yearly feeding.

APPLE SERVICE-BERRY (*Amelanchier grandiflora*) likes semishady places where the soil is moist but well drained. A hardy alternative to dogwood in colder climates, it prefers a leafy soil or sandy soil with humus.

PURPLE LILY MAGNOLIA (*Magnolia lilyflora nigra*) should be moved only in a burlapped ball of earth and planted in the spring when it is in bloom and when the roots are most active. Wash in around the roots a mixture of two-thirds good topsoil and one-third peat moss. Prune magnolias sparingly.

LARGE FOTHERGILLA (*Fothergilla major*) prefers slightly acid soil and should be transplanted with roots in earth and burlap. Sucker shoots which spring up at the base can be twisted and pulled by hand.

SCARLET WOOLLY BUCKEYE (*Aesculus discolor mollis*) though tolerant of some shade, takes its best shape in full sun. Once started in a light or somewhat sandy loam, it will grow up to two feet a year.



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In white enamel, Model 7500, **\$19.50**

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are factory guaranteed

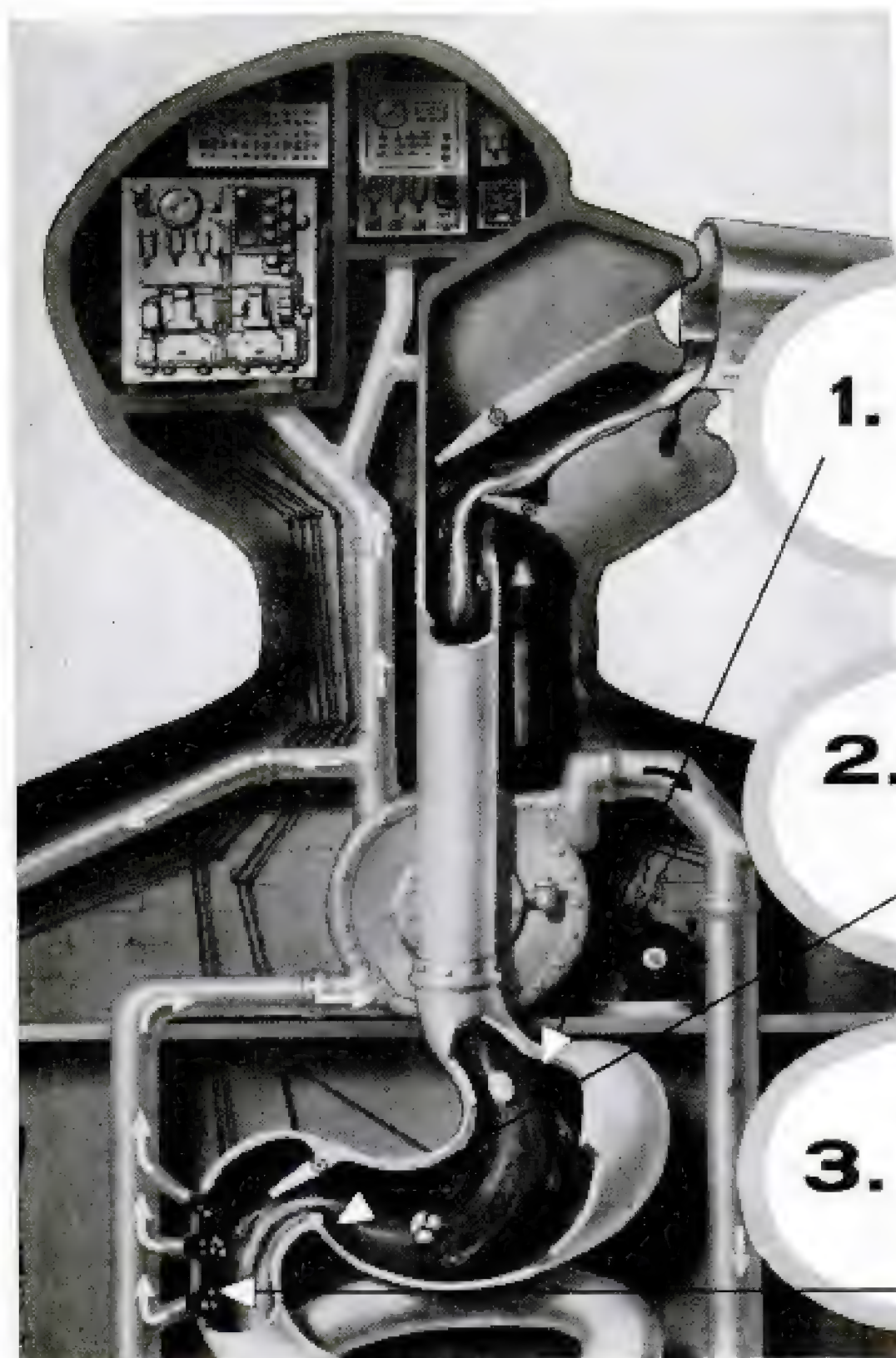


*Says Arthur Godfrey,
"Take it from me,*

BUFFERIN[®]

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AND IT WON'T UPSET YOUR STOMACH!"



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

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**IF YOU SUFFER FROM PAIN OF ARTHRITIS
OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN**

WITTY WISDOM IN POET'S PLAY

The plays of England's noted dramatist, Christopher Fry, author of *The Lady's Not for Burning*, are brightly ornamented with epigrams and wise sayings. In fact, the ornaments sometimes outshine the plots. Fry's latest play to reach Broadway, *The Dark Is Light Enough*, is characteristically slow on action but long on good talk. The talk grows out of the predicament of a compassionate countess, movingly acted by Katharine Cornell, who presides over an Austrian estate. When her reprobate former son-in-law, played by Tyrone Power, turns out to be a deserter fleeing from the

Hungarian army, she offers him protection, even though his presence endangers her whole household. With her world crumbling around her, the countess still preserves her gallant optimism and sticks to her Christian principle that any life is important enough to salvage.

As the performers speak, Christopher Fry's thoughtfully composed lines, written in blank verse, fly by so swiftly that audiences often have difficulty in catching their meaning. Below are quotations from the play, delivered by different actors, so they can be more thoughtfully considered.



THE DESERTER TYRONE POWER STARTS UPSTAIRS TO ELUDE HIS PURSUERS, WATCHED BY COUNTESS (KATHARINE CORNELL, SEATED) AND HER HOUSEHOLD

ON VIOLENCE

... the degrees of distinction
Between admirable, permissible, and outrageous slaughter
Haven't yet been made perfectly clear to me.
I understand we should lament an earthquake
And prepare to contrive an earthquake
With equal zest.

ON FACTS

Facts? Bones, Colonel. The skeleton
I've seen dangling in the School of Anatomy
Is made of facts. But any one of the students
Makes the skeleton look like a perfect stranger

ON CAUSES

The arithmetic
Of cause and effect I've never understood.
How many beans make five is an immense
Question, depending on how many
Preliminary beans preceded them.

ON UNPLEASANTNESS

One always thinks if only
One particular unpleasantness
Could be cleared up, life would become as promising
As always it was promising to be.
But in fact we merely change anxieties.

ON MEMORY

If we could wake each morning with no memory
Of living before we went to sleep, we might
Arrive at a faultless day . . .

ON BROTHERHOOD

Let us say
We are all confused, incomprehensible,
Dangerous, contemptible, corrupt,
And in that condition pass the evening
Thankfully and well. In our plain defects
We already know the brotherhood of man.

"Morning-Bath Freshness"

LASTS ALL DAY LONG!



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Odorono's New "Protective Circle"
checks underarm moisture 24 hours!

Exclusive new formula instantly forms a "Protective Circle" around the underarm area. Actually stops odor, checks moisture before they start! Gives you the feeling of "morning-bath freshness" all day, all evening!

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Gentlest. No other deodorant is safer for skin and clothes!

Guarantee: Odorono, used daily, protects completely against perspiration for 24 hours or your money back.



Odorono

POET'S PLAY CONTINUED



THE DYING COUNTESS tells Richard at play's end that she must refuse his proposal of marriage. She has protected him out of reverence for any human life, but goes on to explain why she could not fall in love with him.

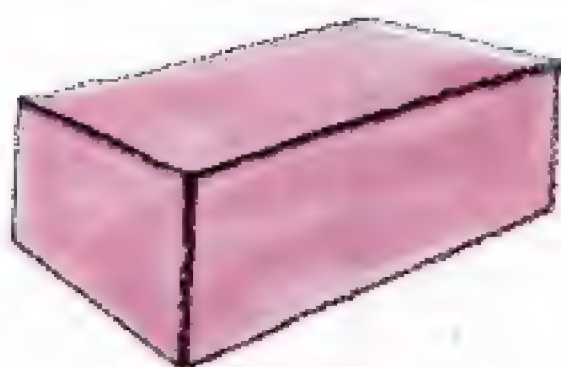
At the one place of experience
Where we're most at mercy, and where
The decision will alter us to the end of our days,
Our destination is fixed;
We're elected into love.
So, Richard, whose negligence it is,
I never loved you.

Spruce up

for spring with

TEXCEL

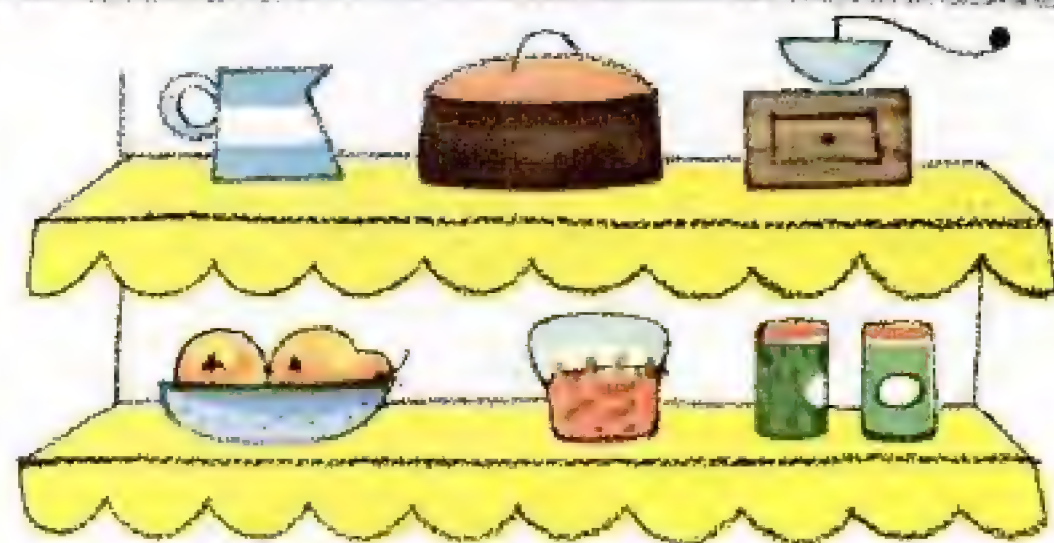
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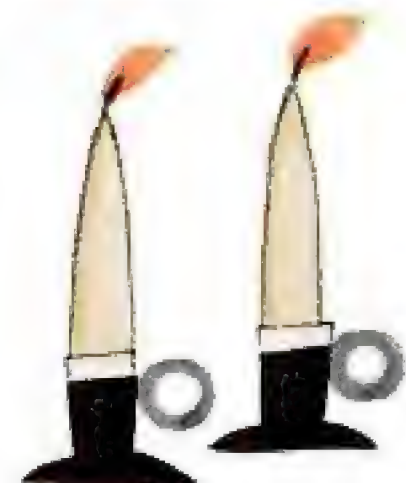
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RESEAL PACKAGES



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PERMACEL TAPE CORPORATION ... A *Johnson & Johnson* COMPANY

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today's more colorful cars!



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with **DEEP GLOSS CARNU** at regular price

*Cleans as it shines in **ONE** easy step—outlasts any auto polish known!*



WORM'S-EYE VIEW OF A BROODING BIRD

Until they are about four weeks old, chicks come peeping to the mother hen for protection or a warm night's rest. Gathering beneath her outspread wings and fluffed-up feathers, they huddle together as they doze. Curious about a hen's hovering hospitality, Photographer Walter White introduced 26 four-day-old white Plymouth Rocks, twice the number in

a normal brood, to a Rhode Island Red, who reluctantly took the huge family under her wing. With offers of grain and water, he coaxed the hen out to a sheet of glass suspended above his camera. Presented with her chicks, she instinctively took them in, all the while staring suspiciously at the camera which was exposing the brood as she tried to shelter it.

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Above, we've *combined* them in an old-style wooden scoop to serve at a buffet supper, but each one is a garden treat by itself. Budget prices for everyday enjoyment.

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DANCING A HORNYPIPE, LADY DOCKER ENTERTAINS COAL MINERS ON YACHT "SHEMARA" ON TRIP AROUND ISLE OF WIGHT

A HIGH LADY'S HIGH JINKS

In cutting fancy capers, rich Lady Docker does her duty as she sees it

There are frightfully few rich women left in England, but one of the richest, Lady Norah Docker, feels they have a serious obligation. It is their duty, she believes, to cheer up the rest of the citizenry. The widow of two wealthy men and the wife now of a millionaire industrialist, Lady Docker never shirks her duty.

After getting all smeared with coal dust on a trip down a mine, she reciprocated by inviting 33 of the miners out for a giddy champagne cruise (*above*) on her 860-ton yacht. "The dear boys," said Lady Docker,

"I just loved them." Ashore she wears the finest clothes money can buy (*right*), gads about in a gold-plated limousine and tosses wildly extravagant parties. Recently she even tried her hand at shooting marbles (*p. 114*).

But Lady Docker's disregard of the restrictions of her social status, while gaining her considerable acclaim in England, has caused her to be banned for life from the casino in Monte Carlo. There she once hauled off and punched one of the employees. "It was a good sock I gave that man," she bragged, "and he deserved it."

LADY DOCKER'S WARDROBE SEEMS INEXHAUSTIBLE WHILE HUSBAND STICKS TO SAME SOBER STYLE



SOME SLIP-UPS AT A BIG SOIREE



But
when was the last
time you bathed
your sleepy eyes?

Do you ever start to dress, after eight restful hours of sleep, and find your eyes simply don't feel like waking up?

Well, that's when Murine can be an enormous help—with so little effort. Just a 2-drop bath of Murine in each eye cools and soothes and refreshes them. And in mere seconds your eyes are fully awake—and so are you.

Murine's seven tested ingredients are the reason for this happy experience. They combine perfectly with the natural fluids of the eye. So Murine is gentle as a tear, and you can use it as often as your eyes would like.

For sleepy morning eyes, tired eyes later on, and wakeful eyes at bedtime—Murine works wonders. Its daily, regular use helps promote a clean, healthful condition, too.

This refreshing Murine custom is such a pleasant thing to do. Try it soon. Remember, Murine makes your eyes feel good.

MURINE*
 for your eyes



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GUEST GOES DOWN but Lady Docker keeps right on dancing at an \$8,500 shindig she gave for the theater and movie people at Claridge's in London.



HOSTESS HITS FLOOR at same party, then receives a helping hand from her dance partner. Lady Docker fell several times attempting to jitterbug.

BEST **Aspirin Relief** **Money Can Buy**

Why ever pay more when St. Joseph Aspirin gives you the fastest-acting aspirin relief possible. Take it for headache, cold's aches and muscle pain. See how much better you feel—and how fast! That's why St. Joseph Aspirin is the first choice of millions. Make it your choice, too. Be sure to insist on St. Joseph Aspirin.

Get The Best For Less—

200 tablets 79¢
 100 tablets 49¢
 12 tablets 10¢

WHY PAY MORE



St. Joseph
ASPIRIN
A FLOURISH PRODUCT



World's Largest Selling
Aspirin For Children
 St. Joseph Aspirin For Children is approved by doctors, trusted by mothers.

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★ **BARWA... FAMOUS RELAXER**



★ **KING CHAISE... 3 POSITION**



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MANUFACTURED BY

Ralph Elliott

DIVISION OF RYDER-ELLIOTT INC.
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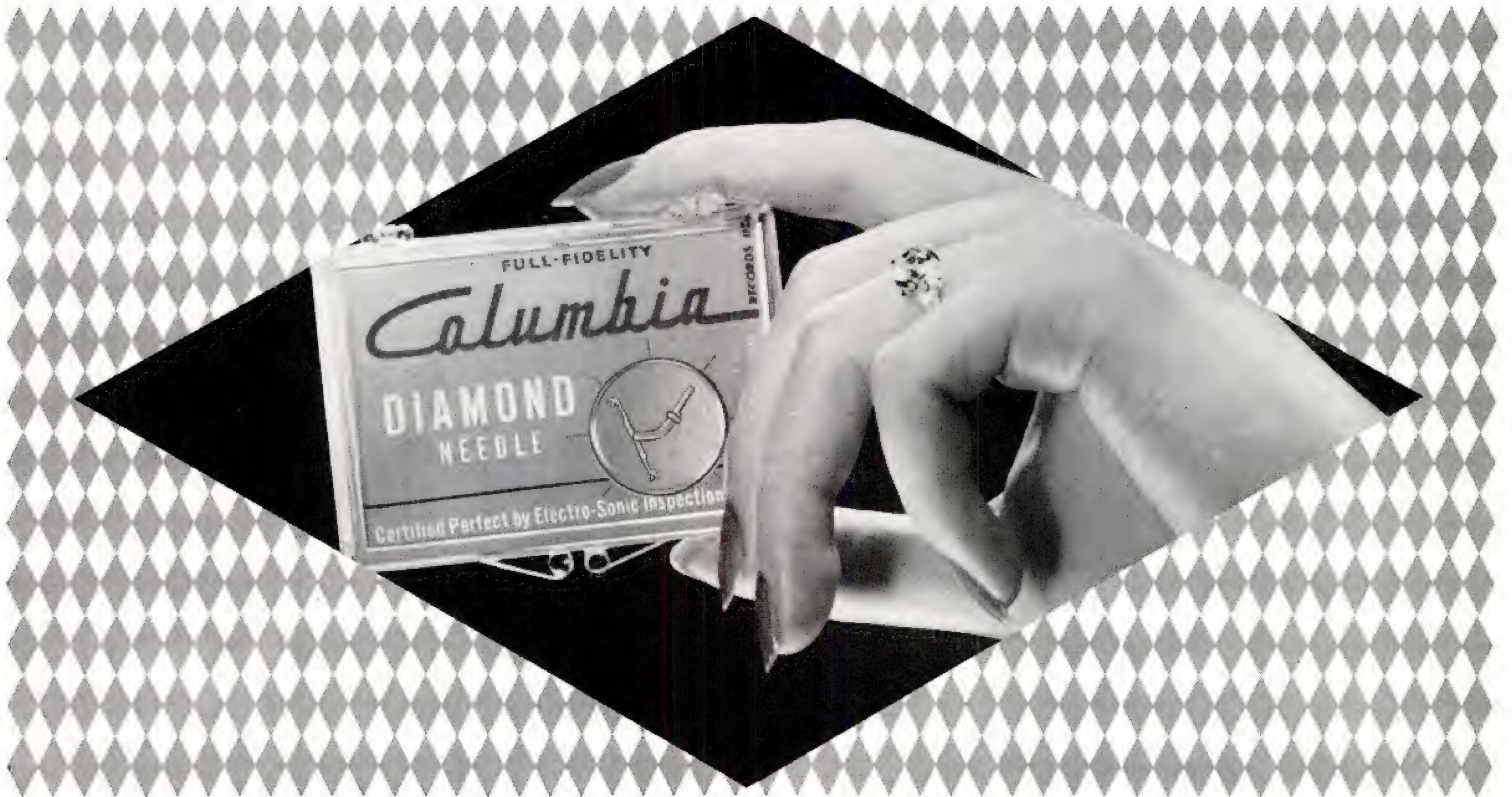
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ALUMINUM COMPANY OF AMERICA

Write for
 Brochure

CONTINUED ON PAGE 114

New Needle, New Sound



◆ Columbia Records' newest achievement in sound—Columbia Phonograph Needles, available in genuine diamond, sapphire and osmium for every type of record player.

NEW COLUMBIA PHONOGRAPH NEEDLES give you better sound instantly from your present player

Now you can hear music you never knew existed on your favorite records. Columbia, originator of "Lp," pioneer of Hi-Fi, introduces *ELECTRO-SONICALLY INSPECTED needles. For more record fun, more music for your money, know the answers to these vital questions!

* * * *

Q: I thought my phonograph needle was "permanent." Is it?

A: Absolutely not. There's *no such thing* as a permanent needle.

Q: Will the new Columbia Needle really improve the sound of my records?

A: Definitely! You'll discover a new sound from your phonograph that you haven't heard since you bought it.

Q: Are needles made from different materials?

A: Yes. There are three types of needle material for "Lp's": osmium (a metal alloy), sapphire and diamond. Columbia's needle line includes all three to fit all kinds of players.

Q: Which is the best?

A: They're all good within the limit of their playing life. The difference is in *length of life*. Osmium needles should be replaced after about 18 hours; sapphire may begin to wear after about 35 hours; diamond lasts up to 1,000 hours.

Q: How about price?

A: You pay not for the needle, but for the amount of safe "mileage" it gives you. (A single 12-inch "Lp" has a mile of grooves on it.) The diamond naturally costs more, but gives you by far the most "miles" for your money.

Q: What happens if I continue to play my records with a worn needle?



*Chisel edge
distorts music,
may damage grooves.*



*Ball point insures
top performance,
protects grooves.*

A: Your needle develops a "chisel" shape which will gouge record grooves as well as distort sound quality.

Q: Is a Columbia Diamond Needle a real diamond?

A: Yes. Columbia diamond cutters select flawless whole stones—the same kind of gems used in quality diamond rings—and cut and polish them to a smooth ball point which glides through record grooves.

Q: Are all makes of needles alike?

A: NO. There is a wide variation in quality. Don't take chances with *your* treasured records. Play safe. Change to a *Columbia Needle today!* *Certified perfect by Columbia engineers.

SPECIAL FREE OFFER IF YOU ACT NOW!

Limited time only! (Offer expires June 1, 1955.)

12 de luxe plastic record sleeves that fit inside original jacket for complete protection against dust and scratch damage—nationally advertised at \$1.50—FREE with the purchase of any Columbia Needle. Mail your empty Columbia Needle package, with 25¢ to help defray cost of postage and handling, and your name and address to: COLUMBIA RECORDS, DEPT. L, BRIDGEPORT, CONNECTICUT.

A PRODUCT OF

COLUMBIA RECORDS

Note! For a limited time only the famed "360K," America's #1 high fidelity phonograph, will be equipped with a Columbia Diamond Needle at no extra cost!

TO OBTAIN the correct Columbia needle for your player, fill out this coupon and bring to your record dealer:

Make of Phonograph _____

Cartridge No. _____
(Read numbers under tone-arm)

Speed (check one) Plays one speed () 2-speeds () 3 speeds ()

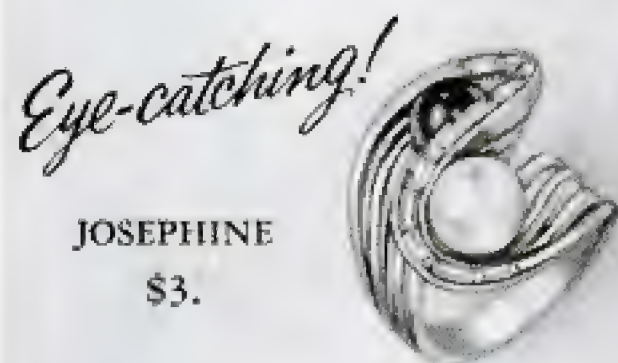
Needle type (check one)

- () Uses one needle for all speeds
() Has two needles (flip-over cartridge)
() Has one needle with two tips

*Columbia, "Lp" and "360" Trade-marks Reg. U.S. Pat. Off. Marcas Registradas. © T.M.



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the newest fashion!
COSTUME RINGS
by **Coro**



Available in your ring size, at all leading stores, or write, Coro Inc., New York 1. *In ruby, sapphire, emerald gem-colors and white.

These Coro designs are being protected against imitation by Des. Pat. Pend. U. S. Pat. Off. © 1955 Coro Inc.



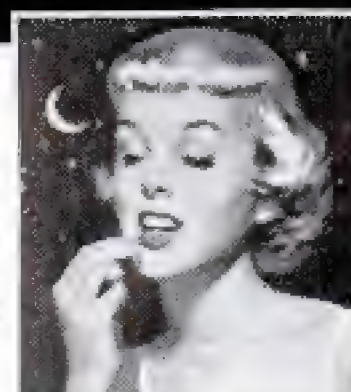
RIGGED MARBLE MATCH for cancer fund charity was fixed to let Lady Docker win, but she played an excellent game in defeating 10 factory girls.



COSTLY CARS, one gold trimmed (above), another with built-in vanity (below), were gifts from Lady Docker's husband, head of Daimler car company.

Gentle Ex-Lax Helps YOU TOWARD Your Normal Regularity

TONIGHT—If you need a laxative, take chocolated EX-LAX, America's best-tasting laxative. Take it at bedtime—it won't disturb your sleep.



IN THE MORNING—You'll enjoy the closest thing to natural action. No discomfort or upset. You'll soon feel like yourself again!



NEXT DAY—Ex-LAX continues to help you toward your normal regularity. You hardly ever have to take Ex-LAX again the next night!

Buy The New 65¢ Size—Save As Much As 37¢
Also available in 30¢ and 12¢ sizes

EX-LAX

THE CHOCOLATED LAXATIVE

MORE PEOPLE USE EX-LAX THAN ANY OTHER LAXATIVE

BE WELL GROOMED

USE **Sur-Lay**
HAIR DRESSING



Try Sur-Lay Hair Dressing. A few drops keeps hair in place all day giving it a natural look of good grooming. Particularly valuable for dry hair and scalp.

50¢

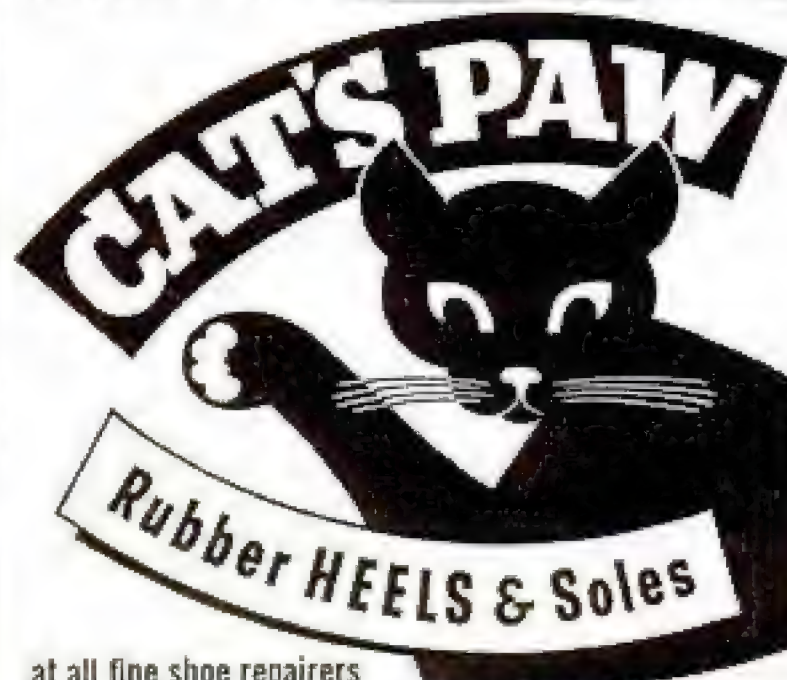
Millions of applications of this popular hair dressing have been sold

SOLD AT ALL LEADING DRUG STORES
PROFESSIONAL APPLICATION AT YOUR BARBER'S

QUICK RELIEF

TUMS

10¢ A ROLL
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA



at all fine shoe repairers

Lower, lovelier, more seating comfort than ever. More than 30 sizes and styles. From \$199 to \$399.

Modern T-Cushion model shown in turquoise. Also in coral, toast, emerald green, charcoal and lime. Full size, \$299.50. Apt. size, \$289.50.



Presenting the new luxury-sofa **Hide-A-Bed®**!

Never before a sofa-bed as smart looking and as comfortable as the new Hide-A-Bed sofa! And *inside* all that sofa beauty is a genuine Simmons mattress for the best in healthful, restful sleep! (Beautyrest® mattress just \$20 extra.)

Choose from more than 100 decorator fabrics. See the new *luxury-sofa* Hide-A-Bed today!



Greater seating comfort—with lower seating height. Beautyrest cushions slope back to let you *sit* back. Soft cushion-front “gives” under your knees!

Read about these important features...some new, some exclusive...that make Hide-A-Bed *unequalled as a sofa...* *unequalled as a bed!*



Only Simmons makes **HIDE-A-BED** sofas

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Beginning in Next Week's LIFE

America's Arts and Skills

A New Series of Color Essays That Will Trace the Growth of Our Culture



For several months now a special task force of LIFE photographers and reporters has been on an exciting treasure hunt through America's lively past, searching out a variety of tools and utensils, houses and furnishings like those shown on this page. The object of this exercise has been to record in words and pictures the progress of this nation's unique artistic tradition of "beauty with usefulness."

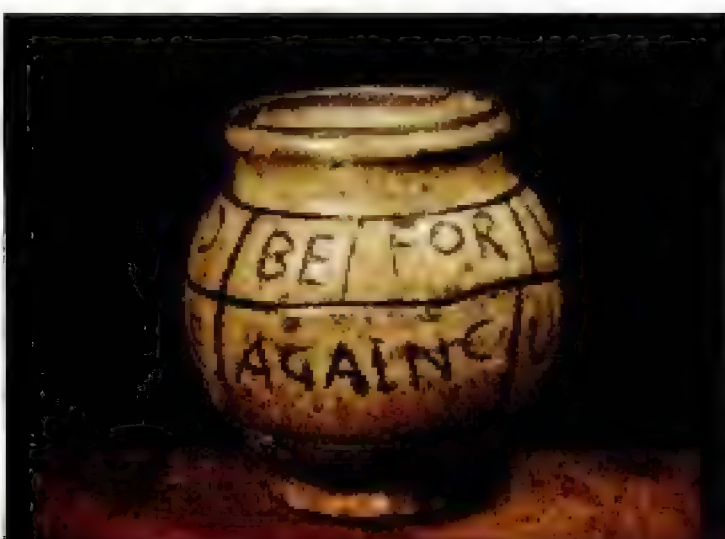
Ornate iron weather vanes, a stately 17th Century manse, the carved codfish in Boston's storied State House—every effort by America's artists and artisans became part of the LIFE team's pleasurable province. You will soon have a chance to share their conclusions, for in next week's issue LIFE presents in 24 pages of color the first of a great new series on American design.



In each chapter of this series LIFE will examine an important period of American history in terms of the art and design which it produced. The first essay, for example, will explore the contributions of the colonial period. Here you'll find a folio on early silverware, an affectionate analysis of the Cape Cod house, that distinctively American piece of architecture, and a delightful examination of the Franklin stove, that most ingenious work of an archetypal American.

Later chapters of "America's Arts and Skills" will show, period by historical period, how the designs and the crafts have developed. From them you may freshly realize, as I have, how well three centuries of American artisans have combined esthetic taste with manual skill. As the series unfolds, I think you will be treated to some of the most interesting and pleasurable color plates LIFE has ever published in its 18 years of championing the cause of the Arts in America.

Andrew Heiskell, *Publisher*





TWO BIT PLAYERS IN "GUYS AND DOLLS" WISH BRANDO LUCK AT AWARD CEREMONY AS HE QUILTS GOLDWYN LOT

MARLON

HE WAS UNRUFFLED
AS HE LEFT STUDIO

GRACE

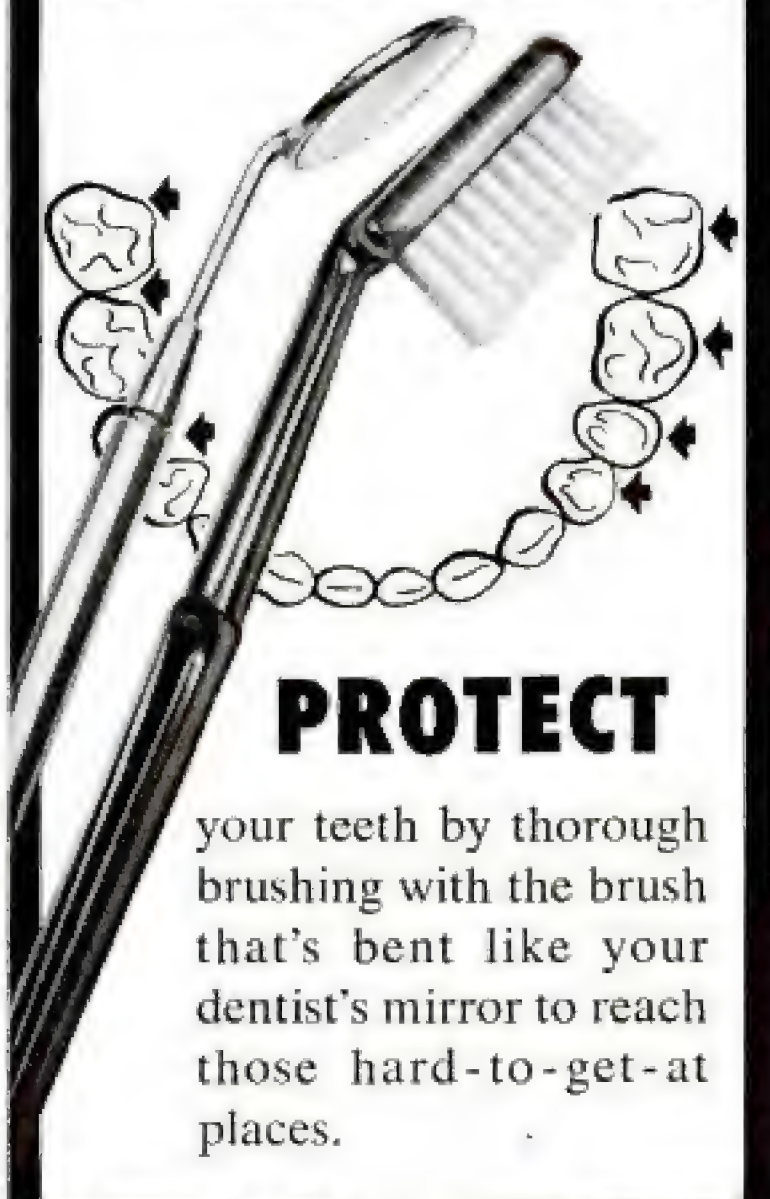
SHE LOOKED COOL
ON WAY TO SHOW

MISS KELLY, IN DRESS SHE WEARS ON COVER OF THIS ISSUE, LEAVES FOR CEREMONY WITH HER PARAMOUNT BOSS, DON HARTMAN, DESIGNER EDITH HEAD AND JEANMAIRE





**4 out of 5
CAVITIES**
strike your
BACK TEETH



**SQUIBB
ANGLE
TOOTHBRUSH**

LOOK FOR IT AT YOUR DRUGSTORE.



STILL POISED, Grace arrives with her escort at Hollywood's Pantages Theatre where 5,000 fans had gathered.



STILL CALM, immaculate Marlon poses obligingly for press photographers on his way into the award ceremony.



DISSOLVED IN TEARS AFTER GETTING AWARD, GRACE IS RALLIED BY PARAMOUNT PUBLICISTS ASSIGNED TO ESCORT HER TO PRESS

AND THEN THEY WERE OSCARED

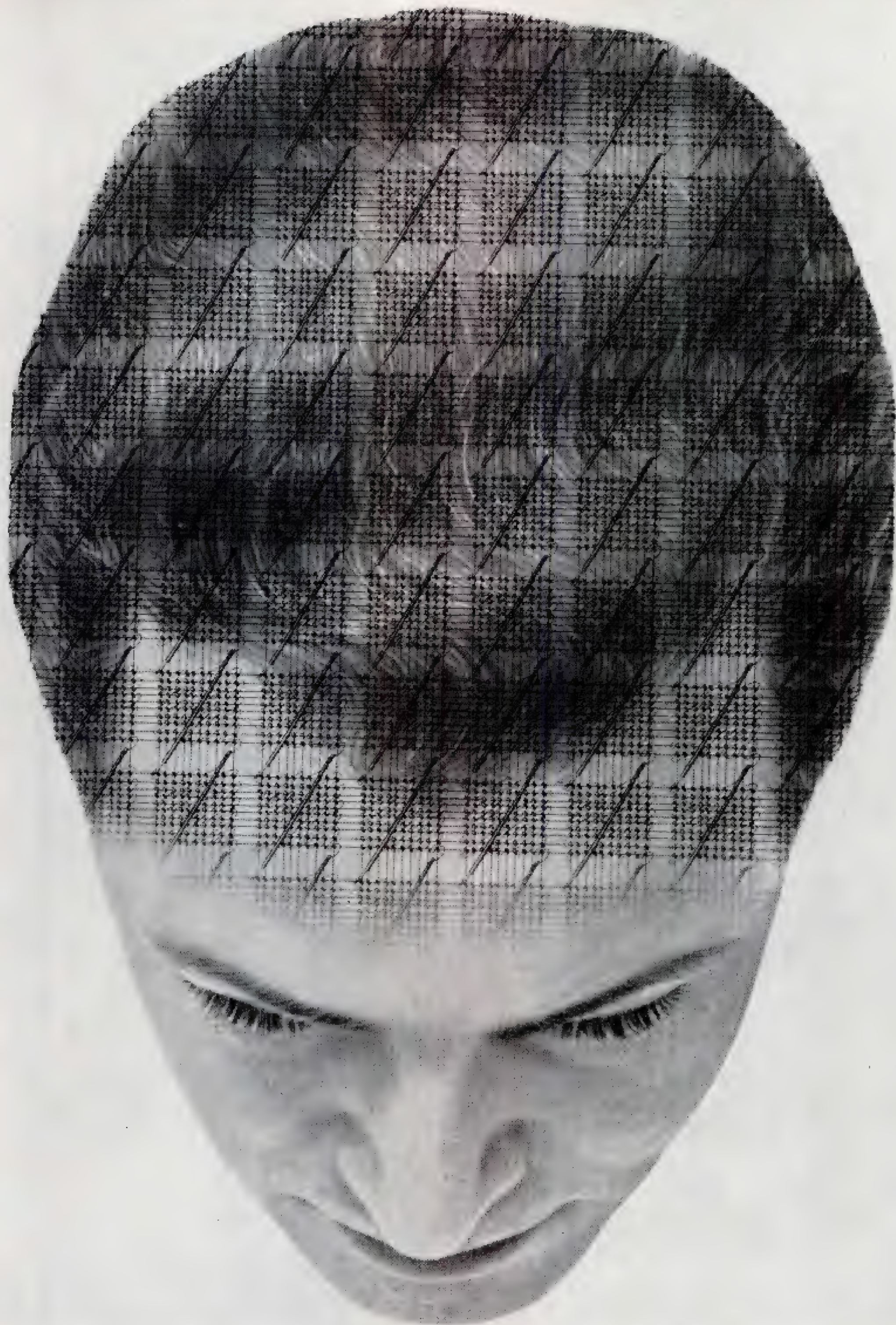
The two top winners of this year's Academy Awards for best acting surprised even their fondest friends by pulling a complete switch at the big Oscar hand-out last week. Patrician Grace Kelly, even though she kept her celebrated steel-clad external composure almost to the end, got completely out of control and cried like a baby during, and particularly just after (*above*), the award. The once truculent and sloppy Brando turned up in immaculate black tie and acted every inch the gentleman when he was honored for his performance in *On the Waterfront*—a film which swept the awards, taking eight Oscars.

Next morning, though, everything went back to normal. Marlon, who won his Oscar as a rowdy long-shoreman, was his old uninhibited self (*right*), and Grace, who won hers as a slovenly wife in *Country Girl*, went back into ladylike, unpublicized seclusion.



BOISTEROUS BRANDO, at home with Oscar next day, roars happily over congratulatory telegrams he received.

CONTINUED ON PAGE 120



Superimposed over this man's head is the matrix (or heart) of RCA Electronic "Memory." See description below.

New RCA Magnetic "Memory" recalls thousands of facts in a fraction of a second

Each dot you see in the squares above is actually a magnetic "doughnut" so tiny that it barely slides over a needle point. Despite its size, however, each "doughnut" stores away one bit of information for future reference. And 10,000 of them fit on a framework smaller than the size of this page!

Here are the cells of the RCA magnetic "memory" that is the key element in virtually all high-speed electronic computers now being produced or in development. Perhaps the greatest significance of this "memory" is its

ability to deliver, in a few millionths of a second, any information it stores away.

Almost instantly, an insurance company can process a claim. Just as fast, a manufacturer with inventories spread around the country can determine what products are making money—and *where*.

With the help of such "memories," electronic computers will be able to predict accurately the next day's weather for the nation, using data on atmospheric pressure, temperature, and wind velocity from every part of

the United States.

The leadership in electronics that created this man-made RCA "memory" is responsible for one achievement after another in television, radio, radar—as well as any other RCA product or service you may name. And continually, RCA scientists at the David Sarnoff Research Center, Princeton, N. J., are thinking, planning, pioneering even greater triumphs in "Electronics for Living"—electronics that make life easier, safer, happier.



RADIO CORPORATION OF AMERICA
ELECTRONICS FOR LIVING



A single
feeding
lasts
all season!

NEW Golden VIGORO COMPLETE LAWN FOOD

• There's absolutely nothing like new Golden Vigoro. It's made a new, patented way (Pat. Nos. 2618546, 2618547 and others pending) so it won't "burn." And it's the longest-lasting complete lawn food you can buy! Because it yields its nutrients slowly, one feeding (one to three pounds per 100 sq.ft.) provides season-long growth . . . helps lawns hold a deep green beauty for many months.

Immediate nourishment! Golden Vigoro

goes to work immediately, nourishing grass even when the soil is cold. No waiting to see results.

Complete! Golden Vigoro contains every nutrient needed from soil to develop the finest, deep-rooted grass. It helps any grass to green-up sooner and stay green with less watering.

Get your supply now. Golden Vigoro is available in handy 50-lb. bags at your dealer's. (Also available in Canada.) Can be applied without watering in.

For flowers, trees and shrubs use Regular Vigoro Plant Food

Complete balanced plant food provides all the vital nutrients flowers, trees, shrubs and vegetables need from soil. Makes garden soils rich like finest greenhouse soils.

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**YOUR BEST BUYS IN GARDENING SUPPLIES—
THE VIGORO FAMILY OF GARDENING AIDS**



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MARLON AND GRACE CONTINUED

AWARD ANTICLIMAX

Even those Academy members who voted for Grace Kelly felt a little sorry that their ballots deprived Hollywood, land of drama, of a socko dramatic finish. Kelly's chief rival for the award was Judy Garland, nominated for her fine acting in *A Star is Born*. Judy lay in a flowery bower in the Cedars of Lebanon Hospital maternity wing, having 48 hours before given birth to a son. Outside her window NBC officials had built a three-story tower, set up a camera and aimed it through the window, ready to shoot Judy the instant she learned of her triumph, then show her getting the Oscar which Lauren Bacall was going to rush over to her from the theater. But the cameraman waited in vain.



TV TOWER outside Nominee Judy Garland's hospital room held camera crew waiting for the big moment. Her window is the left of the two in center.

IN NEXT WEEK'S LIFE,
AWARD SPECTACLE IN COLOR

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pre-planned
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anywhere in America

GREYHOUND®

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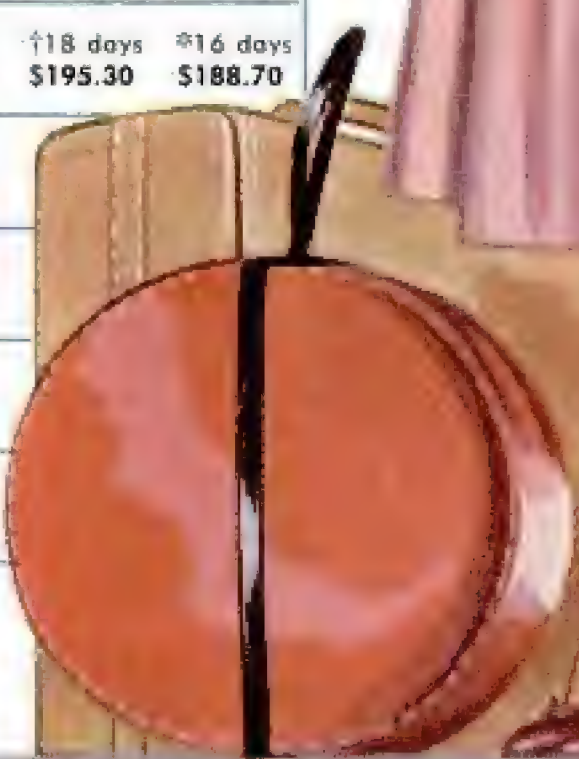
Expense-Paid Tours are exciting vacation packages, tailored to your time and budget . . . and including hotels, transportation, special sightseeing, entertainment. Hundreds of Tours, like the examples below, are available from any city or town in America!

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COLORADO ROCKIES	15 days \$155.00	8 days \$85.80	12 days \$129.60	10 days \$111.15	7 days \$72.00
OLD MEXICO	22 days \$216.00	*17 days \$200.85	16 days \$163.40	†18 days \$195.30	*16 days \$188.70
CALIFORNIA	21 days \$196.00	16 days \$127.95	15 days \$127.90		
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GREAT SMOKIES	8 days \$98.00	7 days \$100.00	7 days \$80.90		
NEW ENGLAND CIRCLE	6 days \$57.00	12 days \$122.00	10 days \$92.30		

*Escorted from Laredo †Escorted from Phoenix
U.S. tax extra. Prices are subject to change.

Choose "low-cost luxury" for your vacation trip — aboard Greyhound's beautiful new *Scenicruiser*, or smart *Highway Traveler*. Hundreds of these sensational coaches are now at your service throughout America — bringing you the smoothest ride on wheels . . . air conditioned comfort, reclining easy-chairs, panoramic sightseeing through softly tinted picture windows. There's no strain, no tension — as you relax behind one of the world's finest, safest drivers!

Every mile a magnificent mile — by
GREYHOUND SCENICRUISER®
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YELLOWSTONE—A thousand wonders waiting for you to explore! See Old Faithful geyser, stay at Park hotels. (June-Sept.) 15 days from Washington \$162.00



PAUL BUNYAN VACATION—Adventure ahead—in Minnesota's lake country! Visit Bemidji, Lake Itasca, other spots. 7 days from Minneapolis . . . \$39.75



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NEW ENGLAND CIRCLE—Tour sunny, salty fishing villages, charming historic places, Concord, Lexington, Boston. 10 days from Cleveland . . . \$86.00



PACIFIC NORTHWEST—Up through the Evergreen country to Seattle, Vancouver, Victoria! A refreshing vacation! 10 days from San Francisco . . . \$82.80

FREE! VACATION-PLANNING MAP OF AMERICA

Build your own vacation, with this new, color map showing dozens of Tour prices and places. Mail to Greyhound Tour Dept., 71 W. Lake St., Chicago, Illinois.

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Address.....

City..... State.....

Send me special information on a Tour to:

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L-4-55



BOSTON HOSPITALITY BY THE RITZ-CARLTON MINK COATS BY REVILLON FRERES



CATALINA BY PONTIAC

Body by Fisher



who, this year, as usual, present the most advanced motorcar styling—and, of course, only in General Motors cars:
CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC



"SHOWING OFF THE NEW KITCHEN," by Douglass Crockwell. Number 106 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation . . . Chartered 1862





TWO SLUM BUILDINGS, SOON TO BE RAZED AND REPLACED BY A VAST HOUSING PROJECT, BRACKET THE PALMOLIVE BUILDING A FEW BLOCKS EAST IN CHICAGO

AN ENCROACHING MENACE

Slum growth, which imperils many cities, is most dramatic in Chicago

The slums of Chicago each year have pushed closer to the heart of the city. Some of the worst came only six blocks from the glittering skyscrapers. There a newly aroused and desperate city stopped them. But elsewhere in the metropolis, every month, new slums are being born.

Slums are a problem or a threat in many cities, but those of Chicago—23 festering, proliferating square miles aswarm with 800,000 human beings—are the nation's most dramatic case of municipal decay. As in all cities, they are a paradox amid the world's most prosperous economy. How they are created varies little from place to place. Migrant families, lured or driven

from farm to city, generate relentless pressure for cheap housing. Middle-income city families, facing this invasion, flee to unthreatened areas, leaving the neighborhoods to become blighted areas of overcrowded dwellings, sleazy stores and soaring crime and disease rates.

To help break the vicious sequence of flight and decay, a new national organization called ACTION has been formed (*p. 134*). It can teach the lesson Chicago has learned by long and painful experience: that the menace to American cities must be fought on two fronts. First, the formation of additional slums must be stopped and then ways found to eradicate old ones.



DOWN AN ALLEY in late afternoon walk two children who live in this South Side Chicago block. In

the foreground lies a dead rat and lining the alley is all the accumulated litter of this ancient slum.

A teeming and infested world

The slums of Chicago are a sorry world of rotting wooden tenements and crumbling brownstone mansions set among rat-strewn alleys and teeming, refuse-littered streets. Here the population reaches 50,000 to the square mile—against a city-wide average of 17,000. Still the slums are never large enough to hold all who are forced to live within them.

Every day as the city seeks ways to cope with its slum problem, that problem grows. Fifteen hundred migrants reach Chicago each month with no place to go but into the overcrowded slum belt. Inexorably, the slums expand. On the city's North Side alone, three new blocks are touched by blight each month.

How much new housing the city needs, the city cannot be sure. The 1950 census found 200,000 families inadequately housed. In spite

of the boom in home building, that figure may have increased. For most of the families, private housing, even if in economic reach, was denied them on racial grounds.

Chicago's slum problem is largely, though not entirely, a Negro problem. Its Negro population leaped by 200,000 from 1940 to 1950 and now stands at 650,000. Each day this figure grows by 60 new births and new migrants (right) from the South.

Against this growing slum crisis, the city of Chicago has been able to erect 26 housing developments with 12,705 family units. For that many families, a new day is at hand. For others, the slum crisis is only intensified. Each project, thoughtfully landscaped with spacious lawns and play areas, can accommodate fewer families than the airless tenements it replaces.





HYDE PARK-KENWOOD
URBAN RENEWAL AREA



EXTREMES IN HOUSING mark a Chicago landscape. A once-fine mansion ends as a slum hovel,

while beyond rises New York Life's relatively high rent (from \$74 to \$133 a month) housing projects.

HOW BLIGHT HAS SPREAD

On the aerial photograph at left, the 23 square miles of hopelessly blighted slum areas are shown as a solid red ring around the heart of downtown Chicago. In thinner red are the areas—about 56 square miles—in which the blighting process has only begun but not yet run its full course. Here dwellings are being chopped into smaller and smaller rental units, but the resulting deterioration of the neighborhood may not yet be visible.

The slum creation process began on the South Side (lower part of picture), then gradually spread clockwise to the North Side. At present the slums are pressing outward in all directions toward the city limits (indicated by a white line). On the South Side, where the most strenuous efforts are now being made (pp. 132-133) to halt the further spread of slums, the first sections of a 957-acre tract of blighted land will soon be cleared under a \$6 million grant from the Federal Urban Renewal Administration for the building of 700 dwelling units. But to renew the whole tract will take at least a decade.



NEW ARRIVALS, many bound for Chicago's slums, walk through Central station after trip from South.



IN THEIR OLD HOME in a dark basement, Mornice Garrett and her seven children eat dinner, chicken necks boiled with spaghetti. Their two rooms lack space

for either a dining table or any chairs. Newspapers help cover a floor often damp from faulty drains. At night, the six Garrett daughters sleep in one double bed.

One family's escape from a dark hovel

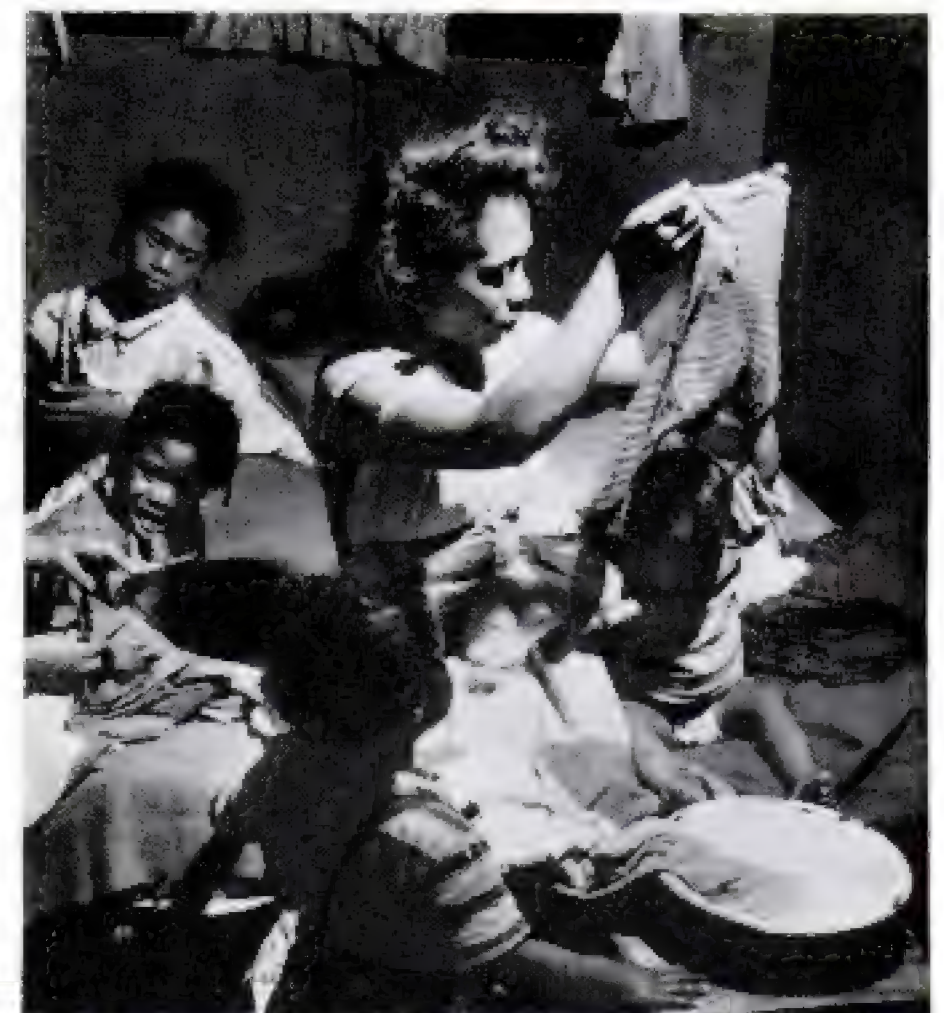
"In the slums," Arthur Garrett says, "people with children is glad to get any kinda place rather than be outdoors." Sixteen months ago Garrett, his wife Mornice, who are both 29, and their seven children occupied two dank, dark basement rooms in the heart of Chicago's black belt. They shared a kitchen and a bathroom with the four other families who also lived in the eight-room basement. There were rats and vermin and in wet weather clogged drains flooded the apartment, adding misery to misery.



PRETTY DRESS, donated to Rev. Ray Day, is presented to delighted Mornice as ill husband watches.



A BUSY STREET was the only place Garrett children could play as Mornice watched apprehensively.



A SMALL BASIN and little warm water was the best Mornice had in the basement, to wash Agnes, 2.



IN THEIR NEW HOME Mornice and the children play with a paddle toy as the afternoon sunlight streams into the 23-by-14-foot living room of their spotless

apartment in the housing project. Old furniture was left behind without regrets and the new apartment was completely furnished by friends of the Rev. Ray Day.

On Thanksgiving, Presbyterian Minister Raymond Day, out delivering charity baskets, found the family in critical shape. Mornice was hospitalized with pneumonia; Arthur, who had been drafted, was home on emergency furlough; the children were hungry and cold. Day, deeply moved by this, immediately undertook to get the family into public housing.

The struggle lasted seven months because the Garretts lacked any kind of priority on the endless waiting lists. Finally last June an apartment

became available in a Chicago Housing Authority project and the Garretts moved in. Their rent, \$53 a month, is about what they paid for their basement hovel, but they now have their own kitchen and bath and four bedrooms. Their economic worries are far from ended, but the world no longer seems a stubborn conspiracy against them and they now feel that they have a fighting chance to help themselves. But meanwhile another family has already taken the basement rooms from which they escaped.



DECORATIONS for the new apartment, flowers she made of paper, are arranged by Mornice in kitchen.



WIDE WALK provides a safe play space for Diane Garrett, 10, and new friend who lives in the project.



LARGE TUB, ample hot water makes Mornice's job easy in bathing daughters Agnes, 2, and Nathleen, 3.



A FAMILIAR SLUM SCENE OCCURS A BLOCK FROM GRACE CENTER (BELOW) AS DETECTIVE HUSTLES TO POLICE WAGON A SUSPECT SEIZED WHILE SELLING DOPE.

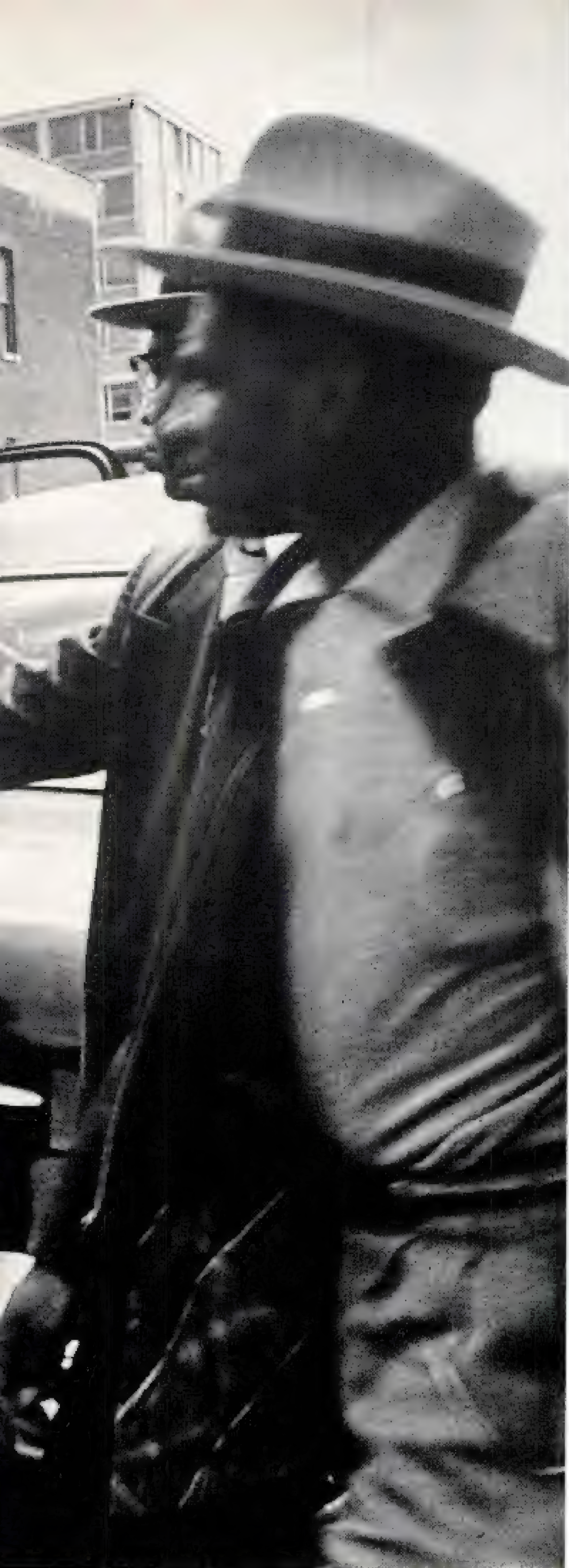
A SLUM MISSIONARY AT WORK



BUDGET WORRIES are constant for Reverend Raymond Day's Grace Community Center. With a Sears Roebuck executive who helps him, he checks books.



OFF-STREET RECREATION, like volleyball for boys and cooking lessons for girls, is vital to Day's program for slum kids. But center has only \$29,000 yearly.



PRISONER WAS LATER CONVICTED, SENTENCED



CITIZENS MEETING organized by the Hyde Park-Kenwood Community Conference hears discussion

by Jack Meltzer of area renewal plan. At rear, spectator angrily questions wisdom of destroying homes.

Struggles with the problem

Within the slums of Chicago—or any other city—the incidence of dope addiction and peddling (*left*) and almost all other crimes is highest. No other areas are as costly and difficult for the city to police, or provide it with less tax revenue.

Into the areas threatened by blight come community planners (*above*) to reshape and preserve regions. In the areas devastated by blight come idealists like Rev. Raymond Day to reshape lives. An angular, sad-eyed Negro, Day's mission field covers just 20 blocks. Here live 30,000 Negroes, where 15 years ago there

were only 15,000, and here misery flourishes.

For Ray Day the hope of his slum areas lies in its children. Previous slum minorities—white-skinned Irish, Italians and Slavs—were assimilated by their cities in three generations. Hopeful sociologists think the Negro may do it in four. So Day focuses on the children, who may yet "learn how to live." He heads a struggling community center, where kids can get off the streets. He finds clothes and even furniture for them. His efforts are often rebuffed by those he is trying to help, but they are a start. "I'm not easily discouraged," says Ray Day.



CLEANUP CAMPAIGN urged by Day, here thanking a fence painter, produced only sporadic efforts.



SEEKING FUNDS. clothes and furniture for his mission work, Day takes the name of a prospective

donor after a meeting which he addressed at Presbyterian church in the wealthy suburb of Evanston.



HIDDEN SLUMS, buildings outwardly presentable but decaying and overcrowded on the inside, are checked by Planners Jack

Meltzer and Julian Levi. All buildings but the one on corner at left will be torn down shortly for Hyde Park renewal program.

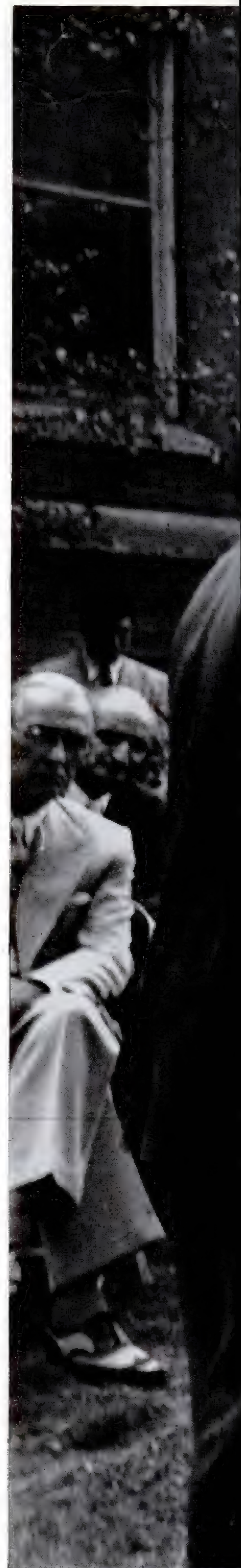


SLUM LANDLORD Joseph Schwind visits court to fight violations charged against his properties.

Aroused community

The obstacles to slum clearance are monumental. For landlords, slum dwellings are enormously profitable. For politicians, slum districts represent easily controlled votes. And there is never enough of the money it takes to acquire, raze and rebuild a slum area.

Chicago's struggle to prevent the formation of new slums began among private citizens, who created the Hyde Park-Kenwood Community Conference. It had two aims: to promote interracial harmony and to block slum-making actions like illegal subdividing of apartments. Alongside the conference arose the South East Chicago Commission, which is now headed by a tough-minded ex-business executive named Julian Levi. His region has just won a significant federal grant of \$6 million to begin clearance of two blighted areas. This slum clearance is the first step in a program of urban renewal which Levi—as he explains in his own words on page 134—believes is the best hope yet for Chicago and perhaps other slum-afflicted cities.



SLUM SYMPTOM, a gutted house boarded up since it burned six years ago, might lead to decay of the entire respectable

neighborhood in which it stands. Here it is inspected by Levi (second from left), who has fought for a year to have it razed.



SELLING URBAN RENEWAL as the way to fight slums, Julian Levi and his assistant, Jack Meltzer (*right*), explain it to Mayor Martin Kennelly (*seated, left*

of Meltzer) and the heads of city housing and building agencies. Meeting was at University of Chicago, which is in Hyde Park area and vitally concerned.

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Milk of Magnesia gives more complete

relief than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.

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ENCROACHING MENACE CONTINUED

SLUM FIGHTER LEVI TELLS WHAT TO DO

If your neighborhood is changing, if it is slipping toward overcrowded rooming houses, hole-in-the-wall businesses and an unstable, transient population; if your crime and delinquency rates are rising and your garbage collection standards falling—then you must act quickly and boldly to save your neighborhood from becoming a slum.

The slum warnings are on every street corner in our communities of Hyde Park and Kenwood. But we have been bold and persistent and I believe we have found the answer. It is called "Urban Renewal."

The idea of urban renewal—renewing an area instead of tearing it down and starting all over again—is not restricted to one small, troubled section of Chicago. It can be used by slum-threatened neighborhoods all over the country. It is an alternative to flight to the suburbs. Suburbia is the easier choice, but if people believe their city neighborhoods are worth saving, they can stay and save them.

Within slum and blighted areas the population is usually defeatist and apathetic. But in Hyde Park-Kenwood a basic core of citizens is interested, active and determined. They have made possible a block-by-block organization with every citizen responsible for his own block. When any block member learns an apartment is being cut up illegally, he reports it to his organization. The organization then makes certain that the city housing department hears about it and cracks down. If the problem is garbage or street-cleaning, the organization talks to the city sanitation department. When people exercise this kind of group power, a city block is no longer just an address for impersonal urban living. It becomes a unit of neighbors.

In addition to block organizations a slum-threatened community needs a strong, paid, professional staff which can devote full time to the job of defending the neighborhood.

Get a law enforcement officer whose function is day-by-day cooperation with local police from patrolman to supervising captain. In Hyde Park we have even purchased such items as typewriters and maps for the district station. Get your own full-time building inspector to supplement the city's own zoning enforcement staff. Planning is essential to community conservation. Organize your own planning unit, but work daily with city planners. Get a block-by-block plan on paper. Maintain a full-time staff worker to help the block organizations. To back up the few professionals, a community must draw on its own citizen talent. If building violations are being heard in court, a community lawyer should be there ready to give help to the prosecution. Organize your real estate dealers to insert in all leases a limit on the number of people who may occupy a dwelling unit.

In the urban renewal operation you put your money and effort right where you are. Our budget of \$50,000 comes from home owners, tenants, stores, institutions like the University of Chicago. When blight threatens, everyone's economic stake in a community is threatened.

Urban renewal is impossible without this broad, popular support

HELP FROM A NEW ORGANIZATION

To meet the menace of slums, leaders from many fields last year created a non profit organization called ACTION—American Council to Improve our Neighborhoods. The plan of ACTION is threefold: 1) To learn how cities like Chicago handle the slum problem and to explore new approaches to the problem. 2) To publicize these findings and arouse citizens to help their own communities. 3) To lend field assistance to interested communities. ACTION's address is 2 West 46th Street, New York 36.

—and actual physical accomplishments. The saying "you can't fight city hall" expresses the mood of many American citizens who are convinced that urban conditions really cannot be corrected. More and more Hyde Park citizens are beginning to believe that something *can* happen. Urban renewal in South East Chicago has already produced a falling crime rate, better zoning enforcement, increased school appropriations and better street-lighting and other municipal services.

If you bring all your community's dwellings and services up to standard, you begin to guarantee its preservation. To restore such standards in Hyde Park we will have to tear down whole blocks of buildings which are infecting their environs. Two years ago our people wondered if the job could be done. Today the question is not whether it can be done but how soon we can put the bold finishing touch on it—so all I hear is "When will the first building come down?"



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Underwater hero of a watch!
32.5% more accurate than
old-fashioned winding watches
because it is *self-winding*.
17 jewels. Perfect precision.

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Croton Nivada Grenchen, 404 Fourth Ave., N. Y. 10, N. Y.



It costs a lot to live today...

*as compared with 1925**



Food up **71.1%**



Clothing up **63.0%**

Home Furnishings up
65.8%



*...but gasoline, without special
taxes, is up only 7.3%*



with special taxes, gasoline has risen only 30.8%

*1954 U. S. Consumer Price Index

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that have grown out of the intense competition among thousands of oil companies—competition in the search for oil, in research, in refining, in transportation and at your service station.

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*makes good things better
...makes new things possible*

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What's New? What's Wonderful? Corn Meal with

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Be sure it's
Quaker
or Aunt Jemima
Corn Meal

Put Fresh Corn Flavor on your table tonight, with this gay new Frankie 'n Johnny 1-dish dinner. The easy recipe is on the next page. The new-day corn meal with the Fresh Corn Flavor—Quaker (or Aunt Jemima)—is at your grocer's!

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CORN MEAL

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QUAKER

Look for either of these famous faces and you get the Fresh Corn Flavor of choice corn, new milling methods, new packaging.



AUNT
JEMIMA

Aunt Jemima
CORN MEAL

... HOMINY GRITS, TOO



New Corn Meal Idea!

Frankie'n Johnny 1-Dish Dinner

Barbecued Franks meet Corn Bread
in a quick and easy dish

And such corn bread—so simple to
make, so rich with Fresh Corn Flavor!

(8 servings)	
Corn Bread:	1 egg
1 cup Quaker or Aunt Jemima Corn Meal (white or yellow)	1 cup milk
1 cup sifted flour	¼ cup chopped onion
4 teaspoons baking powder	½ cup grated cheese
½ teaspoon salt	Topping:
¼ cup shortening, soft	8 frankfurters
	¼ cup pickle relish
	¼ cup chopped onion
	Barbecue Sauce

For Corn Bread, sift together dry ingredients into bowl. Add shortening, egg and milk. Beat with a rotary beater until smooth. Do not overbeat. Stir in onion and cheese. Pour batter into greased 9 or 10-inch baking pan or skillet. Bake in hot oven (425°F.) 20 to 25 minutes.

While corn bread is baking, slit frankfurters diagonally almost all the way through. Combine pickle relish and chopped onion; fill slits with mixture.

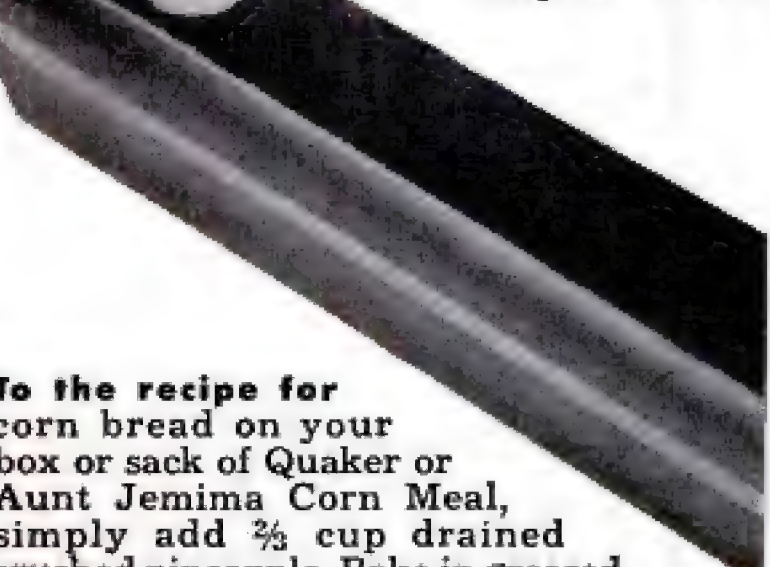
Arrange frankfurters over corn bread. Spoon part of the barbecue sauce over frankfurters; broil until frankfurters are lightly browned. Serve immediately with additional sauce.

What do husbands order when
away from home? Corn Muffins!
Here's tasty new muffin variation:

New Quick Trick with Corn Meal Muffins



Hawaiian Corn Muffins
Easy as 1-2-3



To the recipe for
corn bread on your
box or sack of Quaker or
Aunt Jemima Corn Meal,
simply add ¾ cup drained
crushed pineapple. Bake in greased
muffin tins.

Go modern with Quaker or Aunt Jemima
Corn Meal. These new-day corn meals mix
up faster, cook faster, and have that won-
derful Fresh Corn Flavor. Easy recipes on
every package.



BAPTISM FOR 4,640 CONVERTS took place in New York swimming pool at Jehovah's Witnesses' 1953 convention. Ceremony lasted five hours.

'NEW' RELIGION CONTINUED

Lewis' bewildered Babbitt found himself staring into his shaving mirror and wondering what his high-gear life was all about.

The nation is full of confused persons who feel that there is something wrong, something deeply unsatisfying, about the lives they are living but would have trouble saying what it is and even more trouble in discovering what to do about it. These are the people who are not yet badly enough disturbed (or wealthy enough) to be ready for a psychoanalyst, but they are frustrated, depressed, have a feeling that they have been victimized by life and some of them are on the way to a crack-up. Already, we are told, more than half the hospital beds in this country are filled with mental cases. Doctors and clergy alike can testify that if the tension does not let up that proportion will increase.

For victims of this malady of the times—which is mainly a loss of nerve—the cult of reassurance has some undeniable benefits to offer and some therapeutic methods of very debatable worth. Its approach is two-sided: it combines admonition to relax with promise that the individual can overcome all difficulties, can achieve whatever he wants to achieve. Most of its clerical practitioners add to this he-can-who-thinks-he-can promise the pious proviso, "by the help of God." Weakness and failure are within oneself; they are unnecessary; they can be overcome by following certain simple, clear rules which, it is claimed, religion supplies, but most of which on examination turn out to be rules that any elementary knowledge of psychology and a fair amount of common sense would suggest.

This cult says that the bedeviled victim of today's pressures should discipline his thoughts to reject all pessimistic ("negative") ideas and encourage optimistic ones ("accentuate the positive," says the popular song). And then, through prayer, by reading selected texts from the Bible and "inspirational" material, observing periods of quiet reflection and exerting will power, he will relax the tension of his life and find himself filled with new energy. His personal relations with family and other associates will straighten out and he will achieve whatever he sets as his goal.

One reason why this cult makes such an appeal is that our middle-brows live in awe of the "scientist"—especially the psychological scientist. The psychologist has become our Western tribal medicine man. There is sound reason for this. Freud was no charlatan; he opened up a realm of knowledge which may terrify but is vital to our understanding of ourselves.

Most of those who have pressed forward the exploration of the unconscious which Freud pioneered no longer treat religion as the "illusion" it appeared to the great Viennese. Many of them are as ready to acknowledge the legitimacy of some religious therapy for man's inner ills as of other kinds of mental treatment. In some degree this cult of reassurance represents a balancing *rapprochement* from the side of religion, using a good deal of the jargon of psychology, with a dusting of Christian or "religious" phrases, to

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- Yes — use Formula 9 as directed — and your hair looks better — feels better — stays in place better — *because it is better!*
- No wonder more people use Formula 9 for correcting hair troubles than any other hair product.
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in Industry, Shop, Farm or Home
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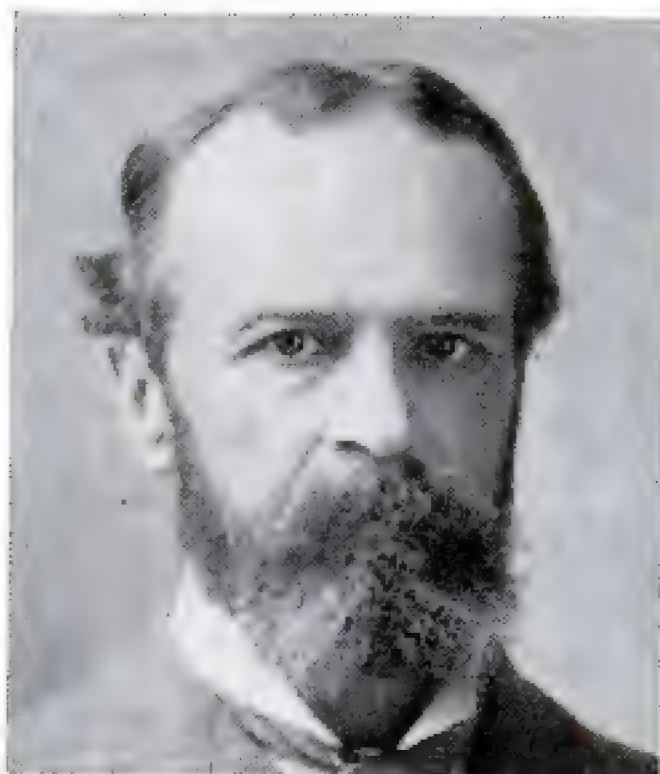
Those hands of yours are wage earners. Treat them right. Whatever your job, indoors or outdoors, in factory, on farm, or around home, give them *unequaled* comfort and protection in Wolverine gloves.

That secret Wolverine triple-tanning process makes them so *amazingly* soft, yet retains *all* the natural wear and toughness these leathers are famous for, *and*, they dry out *soft* after soaking. A wide range of styles for every type of work. Just see your Wolverine dealer (write for his name if you wish) and try on a pair. No obligation.

A NEW PAIR
FREE
IF THEY DRY OUT
HARD OR STIFF!

(when dried at normal temperatures)

WOLVERINE SHOE & TANNING CORP.
Rockford, Michigan



PHILOSOPHER William James pioneered in studying the ties between psychology and religion, wrote *Varieties of Religious Experience* in 1902.



POPULARIZER of religion-and-psychology approach to human problems was Rabbi Joshua L. Liebman. His *Peace of Mind* appeared in 1946.

'NEW' RELIGION CONTINUED

persuade man that he need have no sense of personal insufficiency or recognize any limits to the bounds of his achievement. And that, since our forefathers first stormed this continent's wilderness, has been a big part of the American creed.

Some have called the cult of reassurance a new religion. Is it? If by a new religion one means one without antecedents, then certainly it is not. Man has always turned to his gods for release from worry and failure. The "prudential" conception of religion is at least as old as the Book of Proverbs. The idea that if you are righteous—that is, if you follow the religious rules of the game—you will prosper was endorsed by the Pharisees and handed along by Calvin to the English Puritans, who brought it with them to this country. This is an element which bulks large in the American—especially the New England—tradition. It is not confined to those with a Protestant background. It may be seen at work today in the enormous popularity of the novenas that are spreading among Roman Catholic churches, where following the rules of devotion is supposed to dispose of every imaginable kind of personal problem, all the way from getting a job to curing disease and winning back a faithless lover.

A neatly packaged way to happiness

WHAT we are seeing now, therefore, is rather a new development in the ancient search for a quick, neatly packaged, all-encompassing solution for man's deepest, most harassing and most persistent problem—how to be happy, how to have a satisfying life. It is a sort of alliance between one aspect of religion, the "I will fear no evil" aspect, and depth psychology to overcome modern personality disintegrations. The fact that neither ally is as yet very comfortable in the alliance does not alter the other fact that it is fast taking form. Wisely encouraged, protected against superficial exploitation, it could become one of the healthiest factors in our national life.

Ever since William James and his historic *Varieties of Religious Experience* there has been widespread recognition among ministers of the importance of psychological insight for their work in the cure of souls. But the big push toward the present development may be dated from the publication in 1946 of *Peace of Mind*, written by a young Boston rabbi, Joshua L. Liebman. There had been books on psychology-and-religion before that, but the sensational success of Rabbi Liebman's book started the stampede. *Peace of Mind* was a publishing surprise. It originated as a series of midweek lectures in which Dr. Liebman tried to disclose to his congregation the basis on which religious faith and Freudian psychology could work together to relieve modern tensions. Some enthusiastic hearers brought these lectures to the attention of Simon and Schuster. They helped the rabbi whip them into book form and 177 weeks on the best-seller list followed.

It used to be said among publishers that the sure-fire sellers were books on how to lose weight, especially if the title suggested that no cutting down on eating was involved. Since *Peace of Mind* struck oil, however, every publishing house has been hunting for the kind of book that might repeat that success. To recall just a few titles of the past seven years: *The Magic of Believing*, by Claude Bristol; *Peace of Soul*, by Bishop Sheen; *The Way to Security*, by H. C. Link; *Beyond Anxiety*, by James A. Pike; *Man's Search for*

IF YOU SUFFER PAIN

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Here's Why... Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

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A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

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Faster, bigger catches of your money back! Over a million fishermen have proved it! One drop does it! 60¢ and \$1.00 tubes! If dealer can't supply it, write.
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Salt Substitute ever made



- Really seasons like salt...
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Hoot, Mon!

Gas savings go sky high!



If a twist on an old proverb is right, and a *gallon* saved is a gallon earned, you can soon be earning *lots* of gallons (of gasoline, that is!). It's as easy as putting a new set of AC Hot Tip Spark Plugs to work in your car.

Here's why: AC Hot Tip Spark Plugs save as much as one gallon of gasoline out of every ten! Strong words? You bet—but, perfectly true! The double cleaning action of AC Spark Plugs keeps plugs clean longer—*swirls* away and *burns* away carbon and oil deposits before they can form. That helps keep AC plugs from fouling, saves your gasoline.

Try a new set of AC Hot Tip Spark Plugs in *your* car. You'll find yourself saying, "Hoot, Mon," too!



Be Our Guest

BIG TOWN

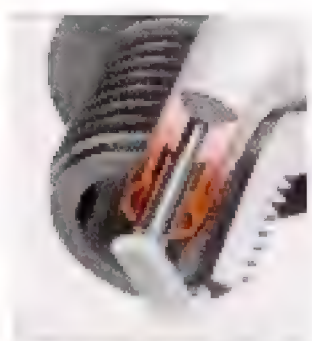
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THE MORE
GAS YOU
SAVE . . .



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Facts and Fiction ABOUT HIGH FIDELITY

HIGH FIDELITY is not a new invention. It is, in fact, the result of 20 years of evolution in recording and reproducing techniques. Until recently, however, the performance of phonographs was limited by the capacity of the records. Introduction of the vinylite long-playing record, which eliminated surface noise, made it possible to record an audio range encompassing the entire tonal spectrum of musical instruments.

These new records, with their thrilling concert-hall realism, opened up a new world of musical pleasure in the home. At the same time, they captured the enthusiasm of a new kind of hobbyist, the "hi-fi" fan. Interested more in sound than in music, he set out to "do it himself." As he hooked up his assorted components he became fascinated with creating sounds that are often mechanical—noises, incidental to music, which the musical artist strives to suppress.

The Fiction

AT THIS POINT, the sound-hobbyist and the music-lover frequently parted ways. Yet many lovers of music have been caught in the maze of confusion created by pseudo experts and writers who contend that true musical reproduction can be achieved only by selecting the "best" of numerous parts made by a variety of manufacturers and assembling them at home. It is a great deal like saying that a fine piano can be built only by assembling the action from Steinway, strings from Knabe, case and sounding board from Baldwin. To put it another way, it is like claiming that your garage mechanic can put together a better car than Cadillac.

This is not to say that home-assembled rigs will not produce High-Fidelity music. In fact, Magnavox itself offers integrated components systems for sound-hobbyists.

But claims that High Fidelity can be attained *only* through hooking up assorted parts; or that such parts *cost less* for comparable performance than a factory-integrated instrument; or that "up to half" the price of this instrument goes into a *cabinet*—such claims are not true.

The Facts

COMPONENTS made for home assembly cost more to build, because of smaller sales volume, and they cost more to sell. Our own Magnavox components reflect similar higher costs. As for cabinets, the truth is that they represent only about 15 per cent of the total cost of a complete instrument. And because of volume production, this cost is actually *lower* than that for a comparable piece of good furniture.

Magnavox has been the pioneer in sound reproduction since 1915, and was the first to develop the electrodynamic speaker which is the voice of every modern sound system. Some of our pioneer inventors are still with us; in addition, a staff of younger engineering talents are specializing in High-Fidelity reproduction. As a result, Magnavox instruments are as superior today as they were recognized to be years ago by engineers, musicians, and music lovers alike.

Our High-Fidelity three-speed phonographs range in price from \$99.50 to \$198.50. AM-FM radio-phonographs are priced up to \$495. *Nothing finer is made*, regardless of price. "Magnasonic," model 251M, for example, sells for \$198.50. Yet it houses four speakers (two high-frequency speakers coaxially mounted with two 12-inch bass speakers), a 20-watt High-Fidelity power amplifier, and has a three-speed precision record changer.

The Magnavox Pianissimo Pick-up, with less "needle-talk" than *any*, has better tracking characteristics than any pick-up selling for less than \$80, as well as wider, smoother frequency response—all the elements that "hi-fi" fans consider essential *except* high price.

The Challenge

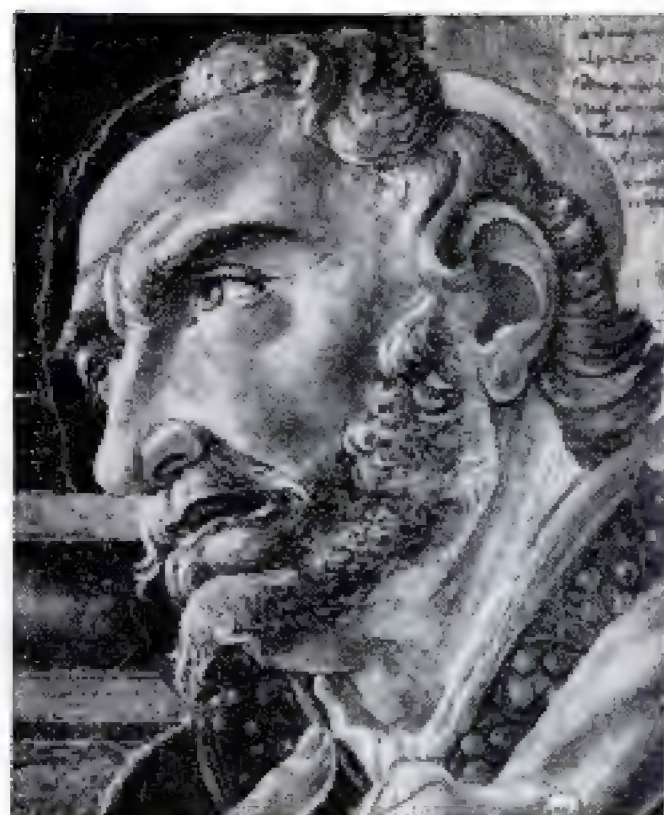
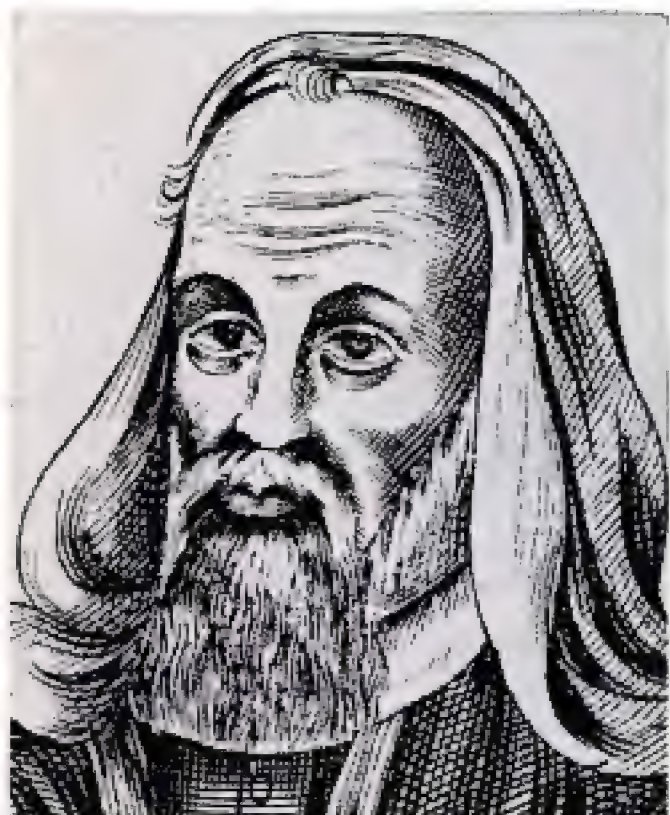
BUT when everything is said, *the real truth is in what you hear.*

If you are a High-Fidelity fan, Magnavox offers you the finest group of integrated component systems you have ever seen—amplifiers, speakers of various types, tuners, record-players. If you and your family love fine music but are not sound-hobbyists, Magnavox offers you true High Fidelity in instruments that are fully integrated, precision-tested, and adjusted for optimum performance in your home. Modestly priced models reproduce tone such as you may never have heard from a phonograph record. More expensive instruments deliver an acoustical performance that cannot be excelled for any sum of money. I invite you to visit your Magnavox Dealer (he is listed under "Television" in your classified phone book) and listen to a thrilling demonstration.

If any of our 1955 Magnavox High-Fidelity instruments does not sound better to you than an assembled-components rig costing three times as much, your Magnavox Dealer will take back the instrument and refund the purchase price.

The magnificent
Magnavox
high fidelity radio-phonographs


Frank Freimann, President, The Magnavox Company, Fort Wayne 4, Ind.



PELAGIUS AND ST. AUGUSTINE disputed over an early "cult of reassurance" in Fifth Century. Theologian Pelagius (*left*) argued anybody could achieve salvation if he desired it. St. Augustine insisted orthodoxly that salvation could come only from God. Pelagius' doctrine was branded a heresy.

'NEW' RELIGION CONTINUED

Himself, by Rollo May; *Mind Alive*, by Harry Overstreet, and all the best sellers by Dr. Peale, whose *Guide to Confident Living* (1948) is still selling about 3,000 a week and whose *The Power of Positive Thinking* has passed the million mark. For 126 consecutive weeks it has been near or at the top of the best-seller list.

It was inevitable that a publishing success of this sort would be reflected in American pulpits. Preachers are nearly as susceptible as editors to "what the public wants." Moreover, in the harrowing world which came out of the war the clergy were becoming deeply and justifiably concerned as they discovered the psychological dislocations of their people. One consequence can be seen in the fact that, within the last decade, half the Protestant theological seminaries on the approved list have established departments of "pastoral counseling," in which young ministers are taught by psychologically trained professors to try to do what candidates for the Roman Catholic priesthood have always been trained to do in the confessional—to relieve men and women from the sense of guilt, to restore their personal confidence for living.

But when this legitimate concern with man's inner problems has been carried into popular preaching, the results have often been ambiguous, to put it mildly. To be sure, there has been an immediate popular response and that has inhibited criticism. "It must be helping people or they wouldn't flock to it." The critic who is told that hesitates to publicize his dissent. Certainly he does not want to harm any who may be finding help in the new "peace of mind" preaching. Nevertheless, criticism is growing. Some of it comes from psychologists, concerned for the scientific integrity of their work and convinced that preachers who "spiritualize on the text" of their findings are in most cases superficial in their interpretations and often downright misleading. And some of the criticism comes from other ministers, who fear that this new school of preaching leaves out of account some of the deepest and most vital elements of classical religion, Jewish as well as Christian. That is what Eugene Carson Blake, Stated Clerk of the Presbyterian Church in the U.S.A., warned against in his first public message after being elected president of the National Council of Churches.

"Church leaders are concerned," said Dr. Blake, "that people with a new religious interest may attempt to turn that new religion into magic—that is, to try to use God for their own purposes rather than to serve God and find His purposes. To try to use God for any purpose, however noble, is always wrong." After all, those who share this misgiving would remind the reassurance cultists, most of the Hebrew prophets came to exceedingly uncomfortable ends and Jesus died on a cross.

With all possible recognition for the good it may be accomplishing among those who need a restoration of hope and self-confidence, it has to be granted that this cult of reassurance is not Christianity in its classical sense or Judaism in its highest conception. It lacks—at least in most of its literature and in the popular understanding of its message—vital elements in the Christian doctrine of salvation. That doctrine has always held that man, the sinner, can only be saved by a great redemptive act on the part of God to release him from his guilt and to free him from his addiction to sin. Protestants and Catholics differ as to how man is to appropriate the benefits of God's redemptive act, but on the core of their belief in the doctrine of salvation they are at one.

CONTINUED ON NEXT PAGE

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YOU "BELONG" IN LEE RIDERS

'NEW' RELIGION CONTINUED

The contemporary cult of reassurance, a theological professor said to me recently, is another resurrection of the ancient heresy of Pelagianism. Americans are not likely to worry much about theological heresies in general, or Pelagianism in particular. But there is something worth thinking about in that comment. Pelagius was a godly theologian of the Fifth Century. He tangled with St. Augustine over the doctrine of total depravity; Pelagius believed that God gives any man the ability to live a sinless life and thus achieve salvation if he wants to. (To theologians in the audience, I crave pardon for this oversimplified version of Pelagius' teaching.)

After one of the prolonged politico-theological tussles characteristic of that period, the Council of Ephesus (431 A.D.) placed Pelagianism among the heresies, where it has remained ever since. It has a way of popping up, however, whenever a churchman starts placing emphasis on what a good fellow man is and how limitless are his potentialities. My theologian friend was claiming that it has popped up on Fifth Avenue, and in scores of other American communities, today.

For what today's cult of reassurance most lacks—and indeed disavows—is a sense of life's inevitable failures. Here is the point at which it stands in starkest contrast to the teaching of America's most searching contemporary theologian, Reinhold Niebuhr. Many say they find Niebuhr hard to understand, but there is one central idea in his writing which should be easy to grasp, for it is validated by universal experience. This is his contention that all human effort, however noble, however achieving, contains within it an element of failure. Perhaps one reason Americans say they cannot understand Niebuhr is because their minds simply will not harbor this fact that all success is dogged by failure. We Americans *must* succeed. We cannot approach life with any other expectation. But Christianity, in the most profound sense, is a religion for failures.

The 'new religion' in high gear

THE high priest of this cult of reassurance is—one scarcely needs tell any reader of current magazines or listener to radio and television—Norman Vincent Peale. To see this "new religion" in high gear one must study Dr. Peale, who preaches to probably the largest audience ever gathered by an American cleric.

Norman Vincent Peale is a friendly, offhand, sack-suited person whose obvious sincerity and uninhibited cordiality make him, on personal contact, easy to like. Perhaps, if he will forgive me a bit of minor negative thinking, I should put that the other way—when you meet him, it would be hard to dislike him. This, of course, is one reason for his great effectiveness. He crisscrosses the country constantly, speaking about as often outside New York as in his home pulpit, and in this jumping about he makes thousands of personal contacts. Most of these are with laymen; outside his regular preaching in his own church he speaks at far more business conventions and industrial company rallies than church gatherings. He gets along better with laymen than with clergymen; he knows it and rather prides himself on it. A year ago he was named in a list of "Twelve Best U.S. Salesmen"; he belonged there.

So many articles have been written about Dr. Peale—14 in the last six years according to my count, not to mention the self-revelation in his innumerable magazine articles, his regular page in *Look*, his newspaper syndicate column and his books—that I shall not attempt here to more than sketch his career. He started as a newspaper reporter; switched to the Methodist ministry; 23 years ago came to the pastorate of the Marble Collegiate Church on downtown Fifth Avenue in New York. This is one of the Dutch Reformed churches which traces its history back to Peter Stuyvesant's New Amsterdam; all the church's literature speaks of it as "the oldest Protestant church in America." When Dr. Peale came to New York it also had one of the smallest congregations of any "leading" Protestant church. Today it is jammed twice every Sunday with 2,400 people, including many seated in two overflow chapels which carry the service on closed-circuit television. Hundreds are turned away.

It would be easy to get the impression that Dr. Peale is more of an industry than a man. He's in his pulpit morning and evening on Sunday; he's on radio over NBC from Monday to Friday and again on Sunday before his church service; he (and his wife) are on TV; his sermons are on records; his books are on records; his magazine *Guideposts* is nudging the 800,000 circulation mark; he keeps one publishing company going reprinting his sermons; he turns out tons of "How to do" this and that cards, greeting cards, Christmas cards; he estimates an average of three speeches a week outside New York. No wonder he employs a former dean of

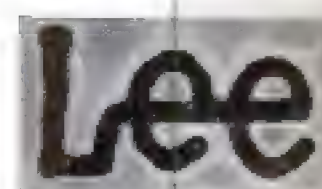
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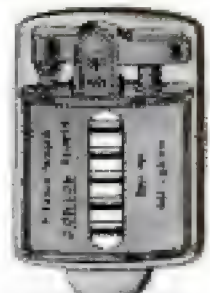
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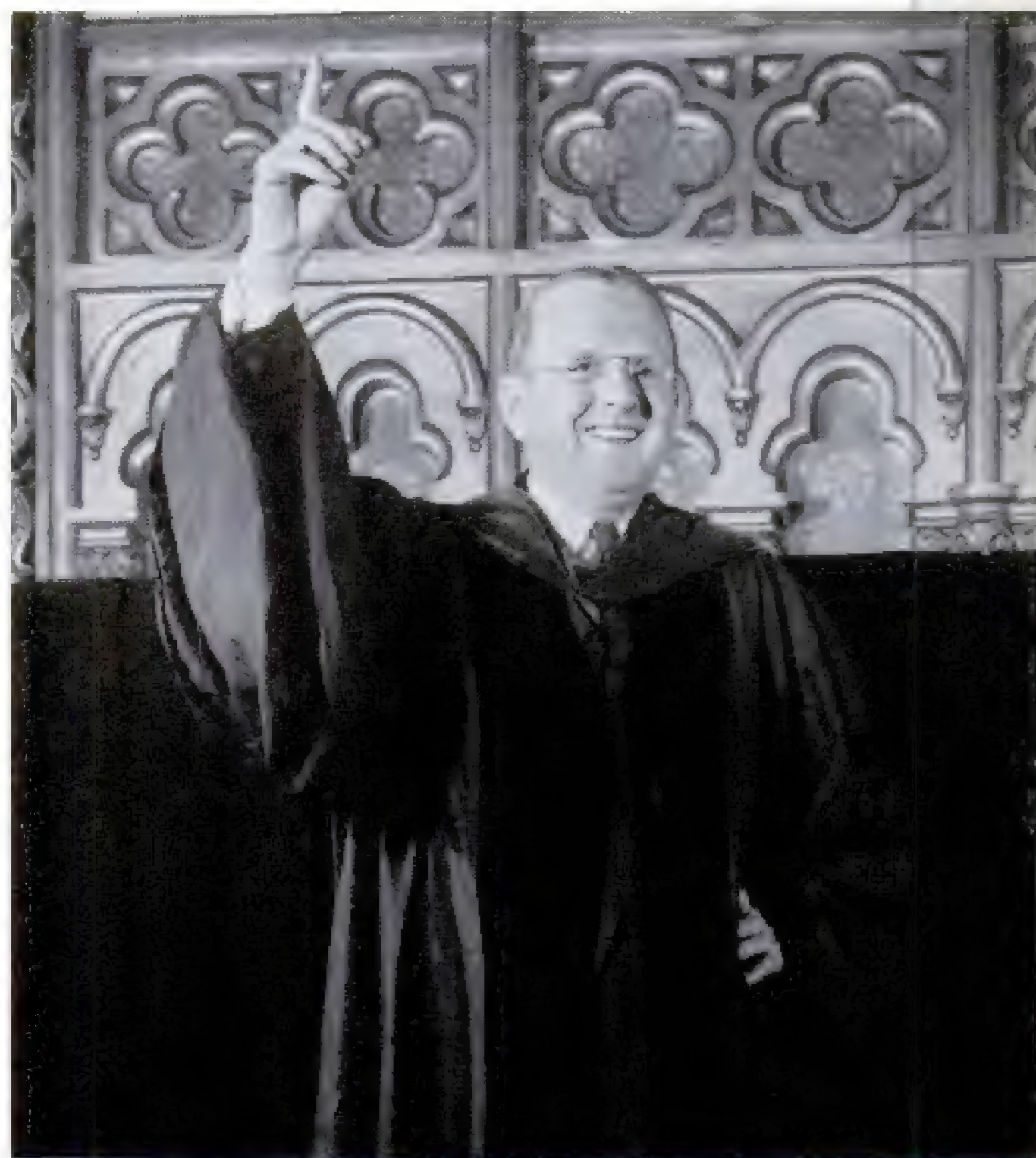
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Very much your very own, these perfectly paired convertibles, with button-on monogram tabs. It's famous Rosecrest styling...in easy-to-care-for Facility* Reevecord, the combed cotton, fast color fabric that keeps its crispness in hottest weather, through repeated washings. Sleeveless blouse, about \$5. Skirt with back pleat, about \$6. Avocado, violet, shrimp, blue and lemon. 10-18. For store near you write Rosecrest, 1407 Broadway, New York City.

Prices slightly higher in the West.

*Trade Mark

Fabric by Reeves Brothers Inc., 54 Worth St., New York



DR. PEALE is cheerful and energetic in his pulpit. A Methodist minister's son, he worked briefly as a newspaperman before he was ordained in 1922.

'NEW' RELIGION CONTINUED

a New England university as his "executive assistant," largely to keep track of his commitments! His income comes from so many sources, must be so large, and is distributed so generously that whoever makes up his income tax reports has one of the toughest accounting assignments in the nation.

Dr. Peale's climb to public attention followed his discovery of the psychological basis of most individual disturbances. He is frequently criticized by other clergymen for not paying much attention to social and political questions. He would probably reply that an effort to deal with inner tensions provides him with a field large enough for one man's ministry. He was one of the first ministers to try to link psychology with the work of the church. He found in the respected Smiley Blanton, M.D., a psychiatrist glad to cooperate with him. Together they developed a clinic, whose medical practice Dr. Blanton directed while Dr. Peale raised most of the money either from his church or by his lecturing, which has grown into the American Foundation of Religion and Psychiatry. Its clinic, which has been on Park Avenue, is about to move into quarters about five times as large in a building adjoining the church.

Dr. Blanton is giving up his private office to spend the greater part of his time supervising the clinic; the staff now consists of four ministers with clinical training, a psychiatric social worker formerly at Bellevue, three paid and six volunteer M.D. psychiatrists and one paid and three volunteer psychologists. The "foundation" part of the new title reflects plans to provide clinical training for young ministers and to foster the establishment of similar church-connected clinics in other cities. This clinic handled 1,500 new cases from September 1953 to September 1954. Its services are free, but patients whose difficulties cannot be handled either by group therapy or in two or three consultations are usually referred to practicing psychiatrists.

One wonders, however, just what the clinic's psychiatrists with their top-flight medical training (Dr. Blanton was a pupil of Freud; the others on the staff all carry the highest professional credentials) think of their founder-president's preaching. For over the years Dr. Peale, as his books show, has simplified his approach to a point where almost every human problem is treated as soluble by resort to a simple technique of action that can be learned in five minutes and practiced at will. His sermons follow one pattern; he himself will say, "When you've heard one, you've heard them all." Take the topics of the first six sermons he preached this year and you have the pattern: "The Key to Self-Confidence," "How to Feel Alive and Well," "Ways to Improve Your Situation,"

CONTINUED ON PAGE 155



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CARNATION 1-2-3 FUDGE SAUCE

Easy to remember, easy to make! No constant stirring, tiresome "soft ball" tests or candy thermometer

needed. Combine 1 large can (1½ cups) *undiluted* Carnation with 2 cups sugar and 3 squares (3 ounces) bitter chocolate over hot water or low heat. Cook 15-20

minutes, stirring just occasionally. Remove from heat; add 1 teaspoon vanilla. Beat until smooth. Serve hot or cold over ice cream, cake or pudding.

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So smooth — because of Carnation's special blending qualities. *So quick* — no flour or shortening needed, because of Carnation's double richness. Simmer 1½ cups (large can) *undiluted* Carnation and ½ teaspoon salt over low heat to just below boiling (2 minutes). Add 1 cup grated process-type American cheese. Heat until cheese melts (1 minute). Makes about 2 cups. Serve over casseroles, or with cooked vegetables.



CARNATION EVER-SMOOTH BUTTERSCOTCH SAUCE

Such an easy, *sure* way to make it. Never curdled or stringy. Always smooth because of Carnation's special blending qualities. Mix 1 cup brown sugar, ½ cup granulated sugar, ¾ cup *undiluted* Carnation, ¼ cup butter, 2 tablespoons corn syrup and ¼ teaspoon salt in saucepan over medium heat; cook 3 minutes, cool slightly. Stir in 1 teaspoon vanilla and ⅓ cup more *undiluted* Carnation. Delicious over ice cream or cake.

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PATRICK ELLAM

Trained as a parachutist, he aided the French Resistance during the war. Later he built the tiny "Sopranino" (19-ft., with planking barely thicker than a cigarette) and sailed her across the Atlantic. World authority on midget boats.

FOR MEN AMONG MEN, THERE IS A WHISKEY AMONG WHISKIES — IMPERIAL

Man, this is whiskey!

Made by Hiram Walker to taste as a great whiskey should



TO HEAR DR. PEALE PREACH admirers gladly wait in line. Church is crowded for services that congregation members carry admittance cards.

NEW' RELIGION CONTINUED

Wonderful Results of Faith Attitude," "Live with Joyous Vitality," "Empty Fear from Your Thoughts." His prescriptions on how to do these things tend increasingly to fall into a "10 rule" formula that can be—and is—printed on one side of a "How to" card. Such as, for example:

HOW TO OVERCOME YOUR INFERIORITY COMPLEX

Ten Rules for Getting Self-Confidence

by NORMAN VINCENT PEALE

- First: Hold in your mind a picture of yourself succeeding. Your mind will seek to actualize this image.
- Second: When a negative thought comes to mind deliberately cancel it with a positive thought.
- Third: Do not build up obstacles in your imagination.
- Fourth: Do not be awestruck by other people or try to copy them.
- Fifth: Repeat ten times a day these words, "If God be for me who can be against me."
- Sixth: Get a competent counselor to help you understand the origin of your inferiority feeling which often begins in childhood. Self-knowledge leads to a cure.
- Seventh: Ten times each day repeat aloud the following affirmation, "I can do all things through Christ which strengtheneth me." Conceive of yourself as receiving this strength.
- Eighth: Realistically estimate your ability; then raise the estimate 10%. Do not become egotistical, but develop a wholesome self-respect.
- Ninth: Through prayer attach yourself to the flow of spiritual power.
- Tenth: Believe that God is with you, for nothing can defeat that partnership.

Some critics say this is autosuggestion, bootstrap lifting. Dr. Peale, however, points out that the rules can be followed only with the help of God and Christ and feels that the Christian way of life is implicit in his counsel.

What the psychiatrists on his clinic's staff make of his "rules," he can only guess. But a tremendous public responds when he insists that the rules work, and then calls on a dazzling array of Big Names to certify to this fact. A circular sent out just before last Christmas, for example, to gain new subscribers for his monthly magazine and a booklet of "Spirit Lifters," carried the pictures, in advertising's "satisfied customer" technique,

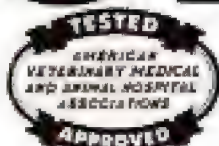
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DOGS EAT IT UP



AND AREN'T THEY SMART! Gro-Pup provides all the food essentials dogs are known to need daily. It's the only dry dog food officially approved by the American Veterinary Medical & Animal Hospital Associations.

GRO-PUP



THE PROTECTIVE DOG FOOD

Made by the Kellogg Company, Battle Creek, Michigan

NEW
Gro-Pup T-Bone
for treats.





Boy meets girl for a "Coffee-break"

After two lectures and an English quiz, she was headed across campus. He was leaving Chem Lab. "Hi!" he called, "how about a cup of coffee?" Say, that's a great idea. Coffee! Just the thing to break a busy schedule. Good hot coffee! Friendly company for a relaxing chat. There's really nothing else in the world like fragrant, full-bodied, bracing coffee. So much pleasure—always—and

coffee's only pennies a cup. During your day, too, at home or on the job, both morning and afternoon—at any time—"how about a cup of coffee"? Enjoy coffee often—and make it *right*. Use 2 level tablespoons (or 1 Standard Coffee Measure) for every cup. Give yourself a "Coffee-break"! Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

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There is nothing so satisfying as a cup of good coffee

of President Eisenhower, Faith Baldwin, Ben Hogan, Jane Froman and Fred Waring. This surrounding of his work with the aura of success helps to explain Dr. Peale's appeal to businessmen. This, and what they regard as his ability to make religion comprehensible and practical.

In a *Person to Person* interview over TV, Edward R. Murrow asked, "I've heard you frequently called the businessman's preacher. Do you object to that?" "Not at all," Dr. Peale replied. "I have a great admiration for businessmen. I like the way they think and the way they speak and therefore I like to be associated with them." Later I asked him what he meant by "the way businessmen think." My question seemed to bother him momentarily; then he explained that businessmen think concretely, directly and frame their thoughts when spoken in simple language. To illustrate, he told of one of his deacons who, when the question of admitting a Negro to the Marble Collegiate Church was up for the first time (there are now a good many), settled it for the whole group by ejaculating, "Hell! It's a Christian church, isn't it?" "If that had been a roomful of preachers," Dr. Peale commented, "we'd have had an evening-long debate, winding up in a resolution nobody would ever read through. I prefer the layman's way of handling it."

Perhaps without his knowing it, Norman Vincent Peale's popularity as a preacher stems out of two things: his rejection of the dominant note of pessimism in the orthodox theology of our time and his ability to put that rejection in simple rules which are individual in their application and for which he claims the sanction of religious authority (God, Christ, Bible texts) and scientific testing (psychology, psychiatry, psychosomatic medicine). Criticism that this is a truncated theology and a psychology so oversimplified that in the long run it may do more harm than good will not deter him. He apparently has no worries at all about what his theology is, beyond a reiteration of the simple evangelical formulas of his boyhood. He can match any report of psychological harm wrought with a dozen testimonials from grateful disciples. Criticism that he harps on only one string he can shrug off. What is successful advertising but endless repetition of a single slogan? And the response to the Peale formula has been so great that—despite criticism which he knows exists and which I think distresses him, for he is a reasonably humble and sensitive man—little Peales are sprouting in clerical ranks all over the country.

The reckoning on the credit side

WHAT significance for the present condition and future prospect of religion in this country has the rise of this cult of reassurance? Certainly the reckoning is not all on the debit side. Briefly, it seems to me, one can credit this cult with having done these things:

1. It has contributed much to ending a period of widespread indifference to the church and religion. So remarkable has been this change that today a crusty but perspicacious old codger like Canon Bernard Iddings Bell growls, "Religion has become a fad." One can sympathize with Canon Bell's skepticism as to the spiritual depth of the fad but the nation is better off with the faddists streaming into the churches than it would be if they were going in the other direction.

2. It has helped along the clerical discovery of the importance of man's inner conflicts, of the bearing of modern psychology on the church's responsibility for the cure of souls. This is by no means confined to Protestantism or the Jewish faith. Two of the best books in this field, for example, are by Catholic priests: *Psychoanalysis and Personality*, by a professor at the Catholic University of Louvain, Josef Nuttin, S.J., and *Psychiatry and Catholicism*, by James H. VanderVeldt, O.F.M., and Robert P. Odenwald, M.D.

3. By its very shortcomings it has promoted the development of "counseling" based on trained psychological observation as a legitimate and growing aspect of pastoral service.

4. Some people are helped. The medical profession may say that these are the only slightly depressed or disturbed who need no more than a slight ministration to their self-confidence to be set on the right track. But there are a lot of them, and if they can be helped before they fall prey to a serious neurosis, that is a service to society of no small value.

5. This cult is making a contribution to the survival of American optimism, and in today's world it is important to have some optimism somewhere outside the Communist orbit. In this respect, this cult is an offset to the pessimism of orthodox theology which, when it is overly insistent on the futility of man's efforts to achieve the good, can do even more damage to society than does overinsistence on man's powers of attainment.

But the liability side of the ledger must be taken into account

CONTINUED ON NEXT PAGE

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**I'll close the door,
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**I'll work in all
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PLUS INSTALLATION

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A-1 Wonderful on **COLD CUTS!**
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At Leading Chain and Independent Stores in the United States and Canada

HIS "ROYAL HIGHNESS" SURMOUNTS A DIFFICULTY!

WELL HAVE TO MAKE FOR THAT CHALET!

ONLY A FEW RODS FARTHER, SIRE!

JUST PAST THE PEAK THAT LOOKS LIKE ROYAL GELATIN DESSERT!

ROYAL GELATIN

Only ROYAL Gelatin Dessert
TASTES JUST LIKE FRESH RIPE FRUIT
7 LUSCIOUS FLAVORS
For scrumptious desserts every time...
ALWAYS REACH FOR ROYAL

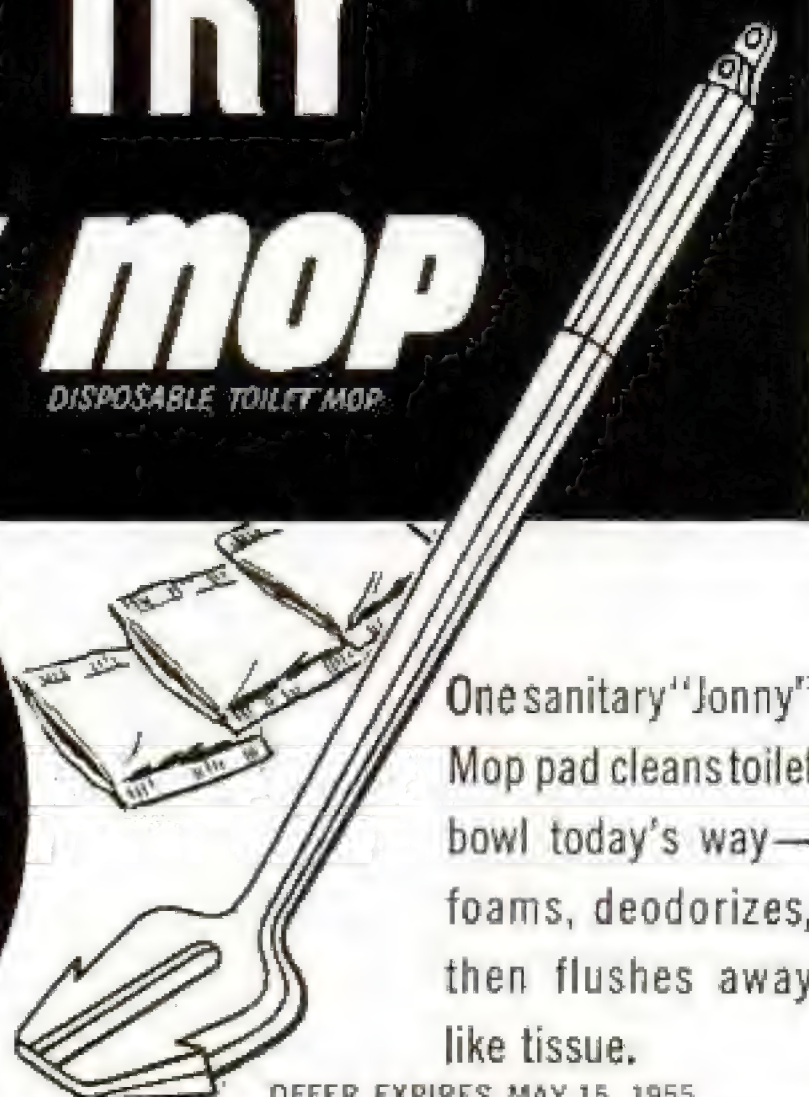
©1955, King Features Syndicate, Inc. O.SOGLOW

WE'LL PAY YOU 50¢ TO TRY* **Jonny mop**

TRADE MARK PATENT APPLIED FOR DISPOSABLE TOILET MOP

Pay 98¢ Now,
get 50¢ back.
Here's how...

Cut demonstration picture numbered "1" from back of "Jonny" Mop handle package. Mail with your name and address to Personal Products Corp., Dept. L411, Milltown, N. J. We'll mail you 50¢.



One sanitary "Jonny" Mop pad cleans toilet bowl today's way—foams, deodorizes, then flushes away like tissue.

OFFER EXPIRES MAY 15, 1955

***P.S.** You'll throw away that germ, drippy toilet brush forever.

PERSONAL PRODUCTS CORPORATION, MILLTOWN, N. J.

"Speedy" **Alka-Seltzer**



Here...
There...
Everywhere!

for **RELIEF OF A
HEADACHE**

ALKA-SELTZER gives you pain-relieving Sodium Acetyl Salicylate... in fizzing solution! "Controlled Effervescence" helps the system absorb more pain-reliever faster!



AT ALL
DRUG COUNTERS

MILES LABORATORIES, INC., ELKHART, IND.

TOOTHACHE
TEETHING PAINS
QUICKLY RELIEVED
ora-jel
PUT IT ON... PAIN IS GONE

**Hot, Tired, Tender,
Perspiring
FEET?**

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes... helps prevent Athlete's Foot. Start using it today.



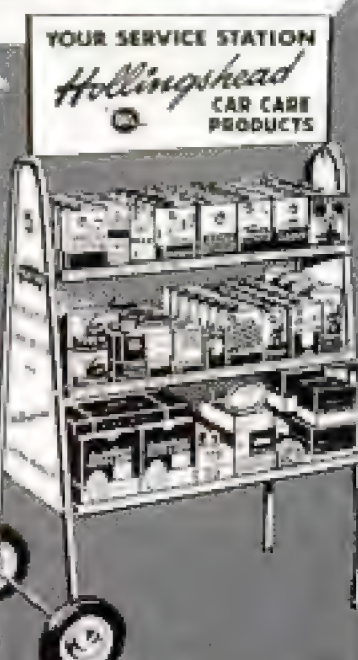
**Dr. Scholl's
FOOT POWDER**

"I'm loaded"
says the Hollingshead Service Center

Yes, loaded with products to solve your car-care problems. Stop where you see this display.



Ask for **MOTOR RHYTHM**
\$1.00



Hollingshead
CAMDEN 2, NEW JERSEY

'NEW' RELIGION CONTINUED

before a balance can be struck. There are certain items which must be set down there, among them:

1. Religion is always headed for a fall when an attempt is made to make it a too-simple, too-magical solution for all man's problems. The deeper the dislocation, the more tragic the condition, the less likely is any pat formula to cure it. Sometimes there is no cure, at least in this life. Job, the Bible is careful to state, was a "blameless and upright" man, but the blows life dealt him remained an insoluble mystery.

2. Reliance on a set formula for dealing with the infinite ills which distress mankind exposes religion to the consequence when the formula does not work. When the "10 easy rules" fail to accomplish all that is promised, what happens? The reaction may be a little while coming, but look out when it does.

3. The church is never more surely preparing the way for its own future discomfiture than when it succumbs to the temptation to attract a following by evading the dark facts of human failure and frustration and the ruthlessness of society. The torment in which men live is most often a consequence of that condition which Reinhold Niebuhr summed up in the title of his greatest book, *Moral Man and Immoral Society*. There, in an implacably and impersonally immoral society, is where men are caught, and in their efforts to adjust their own good intentions to the conditions of their existence they fall into despair.

How is despairing man to "serve God and find His purposes" if that, as the president of the National Council of Churches says, is the end for which religion exists? It surely will not be easy. Ask any atomic physicist who has lent his brain to opening the Pandora's box of a nuclear armament race. Ask any man in politics trying to hang on to his ideals while practicing "the art of the possible." It cannot be done in terms wholly self-concerned. It cannot seek for success recognizable by the go-getters.

The purposes of God can be perceived by finite minds only in part and darkly—"Now we see in a mirror dimly," said St. Paul—and insofar as they are perceived they are more likely to heighten the tension between the religious seeker and his environment than to smooth his road. Nevertheless, men have found and are finding, in the records of history, in the experience of the saintly, in the lofty insights of the Bible and the devotional classics, what some inner monitor certifies—though by no means infallibly—are the purposes of God. In seeking to serve those purposes they do find a sublimation of their fears, their sense of pointless striving, their sensate hungers.

The response to the "cult of reassurance" is a reminder of how universal is man's hunger for hope. But hope will not survive long if it refuses to take account of the defeats, the heartbreak and the inevitable limitations of life. This is the critical point at which the "new religion," if it is not to fade out like another Coué fad, must have what psychological insights it possesses rectified and reinforced by that most profound of all religious insights, put into words by the Teacher of Nazareth: "For whoever would save his life will lose it, but whoever loses his life for my sake and the gospel's"—in other words, in seeking to discern and serve the purposes of God—"will save it."



CHRISTIAN TRADITION of prayerful striving to know and do God's will is exemplified in this painting by Swiss artist Hodler of a Calvinist meeting.

AMERICA'S NEW RAILROAD



Santa Fe's "Big Dome" Lounge Car featured on El Capitan and San Francisco Chief.

How to travel 2,000 miles and enjoy it

You join the happy group in one of the famous Santa Fe "Big Dome" lounge cars (They're on the *San Francisco Chief* and *El Capitan*).

Before you realize it, you're in New Mexico—really getting into the Indian Country. Framed in the big picture windows is Haystack Mountain, landmark of a famous uranium discovery. And you can't help but thrill to the sight of the sun on the jutting Red Cliffs, as you approach the Continental Divide.

You have a Fred Harvey dinner in the lunch counter diner (priced to fit

your budget, too) and stroll back to the lower lounge of the dome car to enjoy its intimate, relaxing atmosphere. You talk to a salesman from Kansas City and a model who does television commercials. Everybody seems to be having fun.

Back in your "Stretch Out" reclining chair, you adjust the full-length leg rest and sink in for another (mmmm!) night's rest.

And to think that you get all this—all the way between Chicago and Los Angeles, San Diego or **\$55⁴⁴** San Francisco—for only **PLUS TAX**



WHEN YOU GET THERE
RENT A CAR

El Capitan—all chair-car streamlined train between Chicago and Los Angeles. Other California daily services — Super Chief, The Chief, and San Francisco Chief.

Today's great beauties choose



"The most completely becoming make-up," says Mrs. Bertrand L. Taylor, III

Assuredly one of today's great beauties, young Mrs. Taylor, a member of the distinguished banking family, has sapphire blue eyes, soft-burnished hair. She enhances the rose-cream loveliness of her complexion with the make-up that's fresh and young as Springtime—Angel Face by Pond's!

this one perfect make-up!

Angel Face

by POND'S

"Flattering is just too mild a word for it.

Pond's Angel Face is the one perfect make-up!"

says Mrs. Bertrand L. Taylor, III, whose exceptional beauty marks her as one of America's loveliest young social leaders

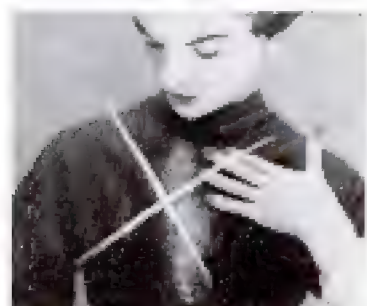


Vaporized Beauty Oils

**make it smooth . . . clinging . . .
never drying to your skin!**



NO greasy fingers
or wet sponge



NO spilly powder

It's chosen by today's outstanding beauties—the make-up that is so supremely delicate and smooth it actually seems to become "one" with your own complexion!

Angel Face by Pond's smooths on in 5 seconds. Artfully hides little skin flaws under its heaven-soft color. (There are eight luscious shades, one *made* for you!) And it clings like a dream.

And Angel Face can't dry your skin—because it contains vaporized beauty oils. These skin-smoothing oils have an affinity for your skin's own softeners—a "magnetic" attraction for your skin!

This is what gives your face that beautiful "something" which has endeared Angel Face to every woman who has ever tried it! No other make-up has been able to duplicate its extraordinary flattery. The proof: Recent surveys show *more women use Angel Face by Pond's than any other make-up!*



The ivory-and-golden Mirror Case—most usable accessory in your handbag—\$1*

Special gift!—an extra puff free with your Mirror Case!

A lovely, useful present! Now—for a limited time—each Angel Face Mirror Case comes with *two* puffs—the second one is *free*! Look for your gift in the golden box with the bright red band. Get yours soon!



Also in the blue-and-gold box, in
2 sizes: 89¢, 59¢*
*plus tax





THE WINN-AH!

Scoring decisively on crispness, sweetness and all-round deliciousness—Sugar Crisp is judged Flavor Champion—

breakfast time, snack time, *any* time! Why not do your own Flavor Judging? Fill a bowl with those delicious honey-and-sugar coated puffs of wheat. Your first spoonful will prove Sugar Crisp is the best cereal you ever ate.

For goodness sake—get **Post Sugar Crisp!**



For **BREAKFAST** it's dandy!
For **SNACKS** it's so handy . .
or eat it like **CANDY!**

A Product of General Foods



THE DESIGNER'S 7-YEAR-OLD SON, FRANCIS, AND A FRIEND MAKE THEIR OWN ANIMATIONS WITH THE ARNOLD KIT

TINY MOVIE-MAKERS IN TOYLAND

Arnold Arnold, an industrial designer of such things as lubricating dispensers and tissue boxes, turned to designing toys after he became a father. Now his toy designs are appearing in U.S. stores, among them a device with which a child can make his own movies. It consists of a steel drum and a fiberboard strip with windows spaced along it. Using a grease pencil and adhesive plastic forms that are provided,

the child composes a picture sequence on the strip, then puts the strip in the drum.

As he whirls the drum the pictures seen through the windows become animated. Instructions are provided in the kit for making sequences including a man watching a ping-pong game, and a space flight to the moon, but the child is given extra material and encouraged to create his own movie ideas.



MOVIE SHOWS are staged by holding the drum in one hand and spinning it with the other. Eight windows flash

by on the strip and a number of children, by crowding around in a circle, can see the show at the same time.

**Your hair
won't go wild
when it's washed
with Halo!**



**Have lustrous, sparkling
easy-to-manage hair
right after shampooing!**

When you "just can't do anything" with your hair, use Halo! Whether it's dry, oily, or normal, your hair will be softer, springier, look pretty as a picture—*right after shampooing!*

■ The secret is Halo's exclusive ingredient that leaves hair silkier, faster to set, easier to comb and manage. What's more, Halo's own special glorifier whisks away loose dandruff . . . removes the dullness that hides the natural beauty of your hair . . . lets it shine with *far brighter* sparkle! So, when your hair is hard to manage or simply won't "stay put" . . . you'll find it just loves to behave after a Halo Shampoo!

Halo
the shampoo
that glorifies
your hair!



for dry, oily, normal hair



H. F. Engelhardt, Fort Worth Stamp Dealer, refers to LIFE's May 3, 1954 issue on stamps: "When the article appeared, I was swamped with calls and requests for information on various stamps in LIFE's collection. It really helped my business; things picked up a whole lot."



Mrs. C. L. Mansfield, Fort Worth Safety Council Vice-President says, "We have taken ideas from LIFE and put them into use. A story on bicycle safety contributed a plan we now use."

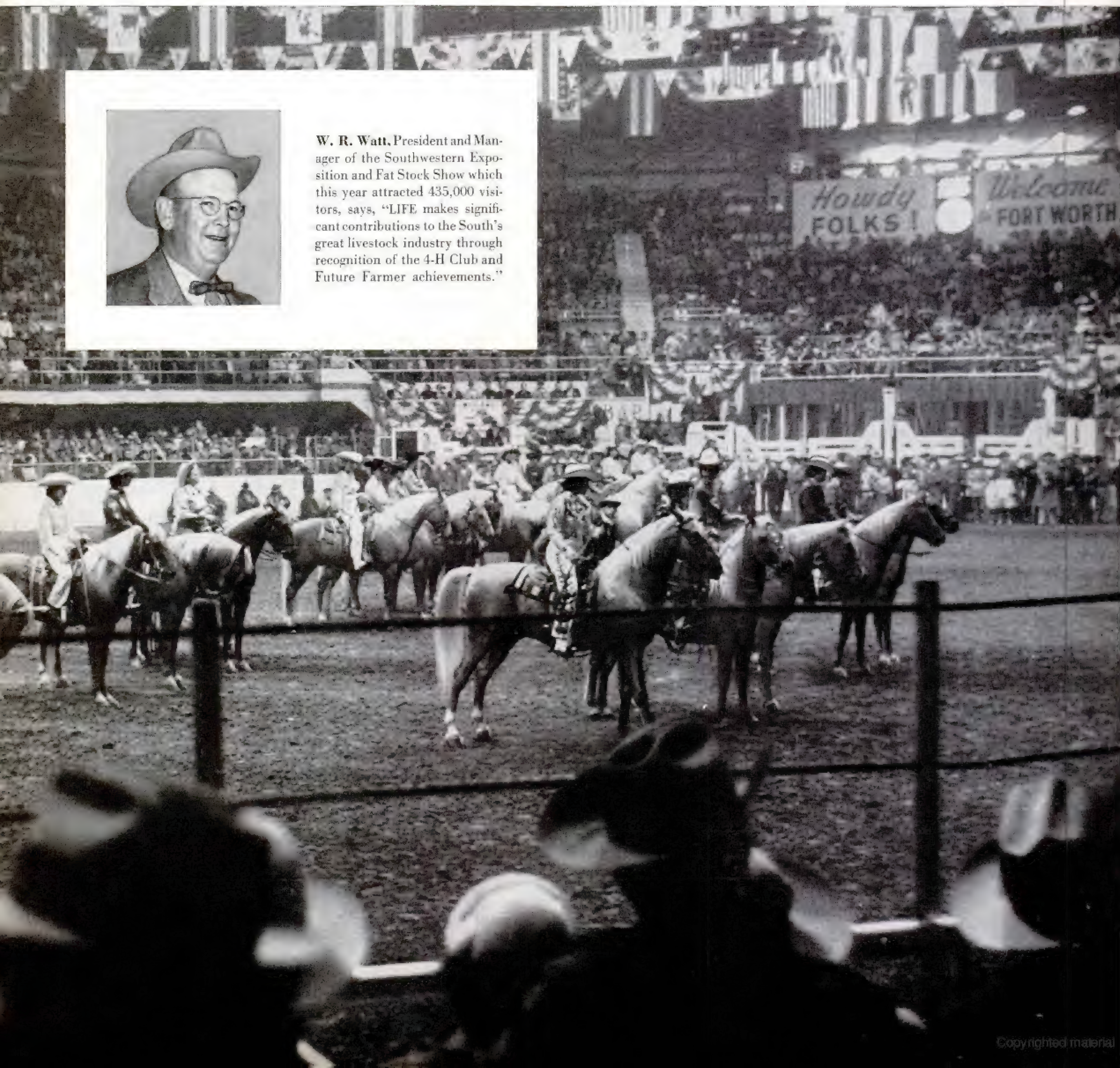


C. D. Williamson, President of Williamson-Dickie: "Our ads have benefited from LIFE's atmosphere. Recognition of our casual and work clothing increased in proportion to our LIFE ads!"

What happens when **LIFE** hits



W. R. Watt, President and Manager of the Southwestern Exposition and Fat Stock Show which this year attracted 435,000 visitors, says, "LIFE makes significant contributions to the South's great livestock industry through recognition of the 4-H Club and Future Farmer achievements."





Mr. George Cranston, Mgr. WBAP-TV: "After WBAP-TV appeared in LIFE April 11, 1949, I attended a national meeting of broadcasters. Everyone I talked with mentioned the article."



Mrs. Gage Holland (former Betty Jo Copeland), as "Miss Fighting Lady," winner of an aircraft carrier beauty contest appeared in LIFE in 1945. She says, "After the LIFE article, I was offered modeling jobs, a screen test, even an invitation to hunt boar in Africa."

Advertisement



Play-acting in Texas starts early. LIFE's coverage of Fort Worth's Reeder School staging a play resulted in a 40% enrollment increase and nationwide inquiries about Reeder methods.

FORT WORTH?

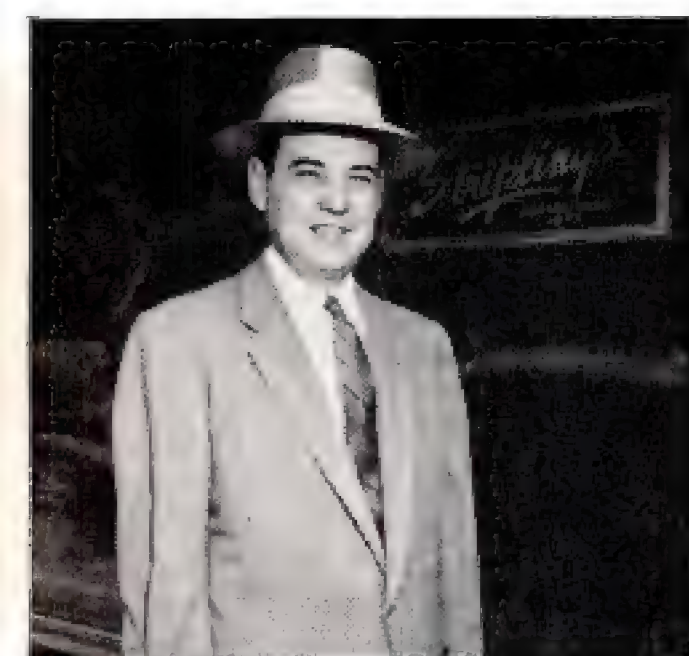
With a population of nearly 300,000, Fort Worth, Texas is the largest livestock and meat packing center in the South and Southwest. It is also the largest terminal grain market. Aircraft, however, is now the principal industry of Fort Worth.

This colorful town, "where the West begins," retains much of its old frontier flavor, yet in civic enterprise has more than kept pace with other progressive American cities. There's an excellent public school system, fine colleges and uni-

versities. The \$13,000,000 Amon Carter Field—Fort Worth's International Airport, is one of the world's finest. On a space-per-capita basis, the city claims a system of public parks unmatched in any other city.

Over the years, LIFE has played a part in many aspects of Fort Worth's business and civic growth. Here you can learn for yourself of the impact LIFE has on the lives and fortunes of Fort Worth citizens in many different walks of life.

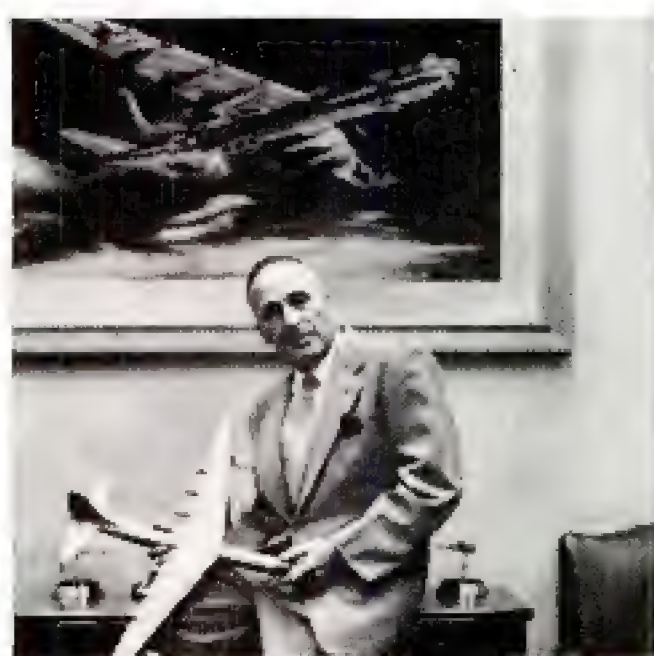
LIFE 9 Rockefeller Plaza, New York 20, N.Y.



W. K. Stripling, Vice-President of Stripling's Department Store, says, "There is no doubt about it, LIFE-advertised merchandise sells best for us."



Larry Bell (right), President, and H. Gaylord of Bell Aircraft inspect the new *Convertiplane*. Mr. Bell says, "LIFE delivers the vital news."



August Esenwein, Vice-President of Convair, says: "LIFE has focused attention on aviation, and the needs and methods of U. S. global air power."



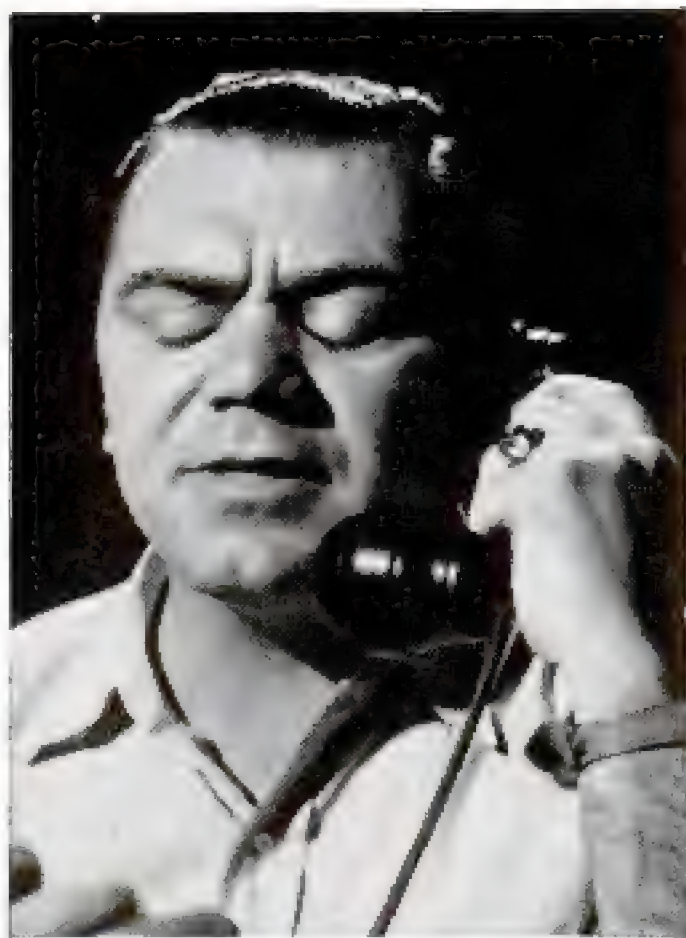
Sam Cantey III, Pres. Fort Worth Art Ass'n., exhibiting a LIFE-commissioned design says: "LIFE is one of the greatest influences in getting people interested in art. Their reproduction of old masters is exceptionally fine, and often results in our getting requests for exhibits of them in our gallery."



Dr. M. E. Karraker, Director, Fort Worth Crippled Children's Society: "A LIFE article aroused keen interest in a similar technique we now use."



Beauty Queen Miss Celia Johnson, the current "Miss Fort Worth," comments, "LIFE not only reports new fashions for us to wear, and for our homes, it keeps us in step with new trends."



PLEADING FOR DATE, ugly duckling Marty Pilletti goes through the desperate contortions of explanation, selling, entreaty and disappointment.



ERNEST BORGNINE, WHO USUALLY SMIRKS AS A MENACING VILLAIN, GRINS DISARMINGLY AS KINDLY HERO OF "MARTY"

HAPPY SWITCH FOR A HEAVY

Hollywood villain Borgnine stars as gentle hero in fine film of 'Marty'

One of the most successful pieces of movie casting so far this year is also the most surprising. Ernest Borgnine, the dough-faced Hollywood villain who was sadistic Sergeant Fatso Judson in *From Here to Eternity*, plays the tenderhearted hero in *Marty*. With a rare sensitivity Borgnine plays a lonely Bronx butcher who wants more out of life than hanging around the neighborhood poolroom with the boys.

The film itself, produced by Harold Hecht, is a surprising little gem. A United Artists release of Paddy Chayefsky's prize-winning TV show of last year, it has already been picked along with *Country Girl* to represent the U.S. at the Cannes Film Festival. There it may surprise the judges by being almost more European, in realism and settings and natural acting, than the home-grown continental product.

CONTINUED ON PAGE 159



(PHOTO—NEW ORLEANS, LA.)

Wherever fine whiskey is enjoyed the call is for

OLD Sunny Brook BRAND

From a New Orleans riverside estate to a Montana mountainside cabin—everywhere across the face of America men who know fine whiskey call for Old Sunny Brook, Kentucky's cheerful whiskey!

"Cheerful as its Name"

*which
do you
prefer?*



KENTUCKY STRAIGHT BOURBON WHISKEY, 86 PROOF • KENTUCKY BLENDED WHISKEY 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • THE OLD SUNNY BROOK CO., LOUISVILLE, KY.

greatest Spring tonic you ever had...



B-W AUTOMATIC TRANSMISSIONS

(They take 92% of the work out of driving)



Two million Americans can't be wrong! They are finding that B-W Automatic Transmissions give them far greater smoothness, quiet and downright pleasure from their driving. America's fastest-growing drives, B-W Automatic Transmissions are available in both cars and light trucks.

You'll get twice the lift from that new car this Spring when it's equipped with a B-W Automatic Transmission. This transmission is specifically designed to turn all your driving into pure pleasure.

You zip away from stops without commotion... no click, no whir. You climb to full cruising speed on one unbroken surge of power. Shifting through the speed ranges takes place so quickly and quietly your ear can hardly detect it.

In town or country, driving is so peaceful—so *effortless*. Press the gas and you're away! A B-W Automatic Transmission gives you the "go" of gears plus the smoothness of the

torque converter (which multiplies power with whirling oil).

On steep grades, this drive adjusts speed ranges instantly for fast, labor-free climbing. It permits effective braking by the engine for safe descents. Rocking your way out of mud or snow is far easier.

B-W Automatic Transmissions give everything you want—including economy. 22 years of research have gone into perfecting their superb performance. Each one demonstrates Borg-Warner's aim in all things—"design it better—make it better." For more enjoyment from your new car this Spring, be sure it has a B-W Automatic Transmission.

Almost every American benefits every day from the 185 products made by



BORG-WARNER

AMERICA'S FOREMOST MAKER OF TRANSMISSIONS:
STANDARD, OVERDRIVE, AND AUTOMATIC

Switch for Heavy CONTINUED

LONELY MARTY MEETS A MATE



IN A CANDY STORE Marty starts telling a funny war story to Clara (Betsy Blair), a plain schoolteacher he picked up out of sympathy at a dance hall.



CLARA GIGGLES as Marty, usually taciturn and morose, babbles endlessly on to her about his Army life. For the first time he has met a good listener.



MARTY ROARS as he finishes his story. Later on he and Clara each confess their terrifying fear of loneliness and make plans to meet the next afternoon.



MARTY SHOUTS FOR JOY at a taxi after taking Clara home. Then pals and another, who wanted him married, try unsuccessfully to talk him out of it.



every family has men who'd like Hanes

Monkey around no longer: if it's value in underwear you and your tribe are looking for, Hanes is the brand you're looking for.

Hanes is size-fast, fits snugly, launders beautifully and—hold on—you save money on every piece of Hanes underwear you select.

Why? Because Hanes buys its own cotton, spins its own yarn, knits its own cloth—thereby eliminating many outside costs that you normally pay for.

Hanes underwear is knit of highly absorbent, long-staple cotton. And . . .

- a special new finish makes it whiter than white
- Nylon reinforces the shoulder straps and neck
- men's briefs have a hygienic, double-panel seat

No monkey-business about these prices: Undershirts, only 75c (boys', 55c).

Fig Leaf briefs, 89c to 95c (boys', 65c). See your dealer today.

If he doesn't have Hanes, he can get it for you.

Remember, to get more than you bargained for, be sure the name's...

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.





NEW NAME first appeared on the bank's main office at Wall Street but will not be printed on checks and deposit slips until the present supply is exhausted.

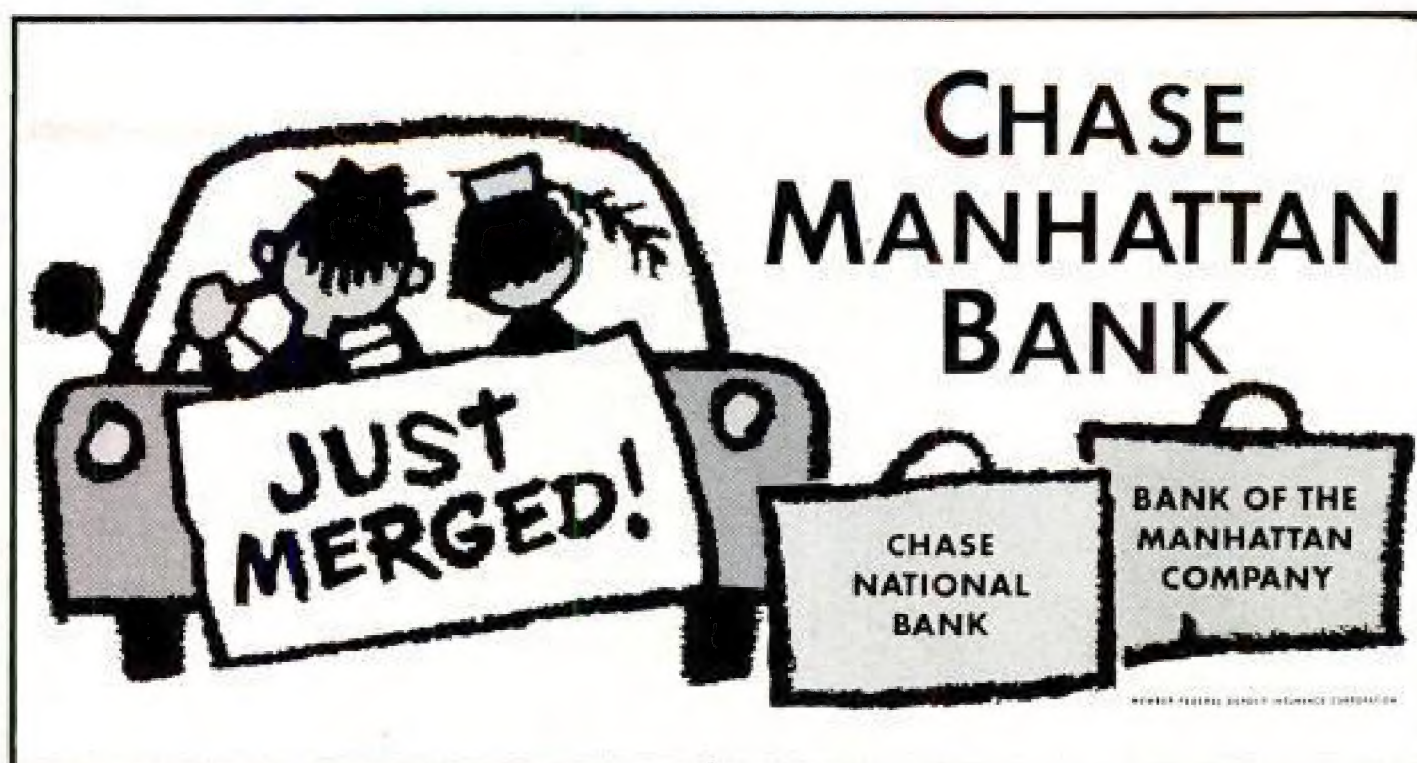
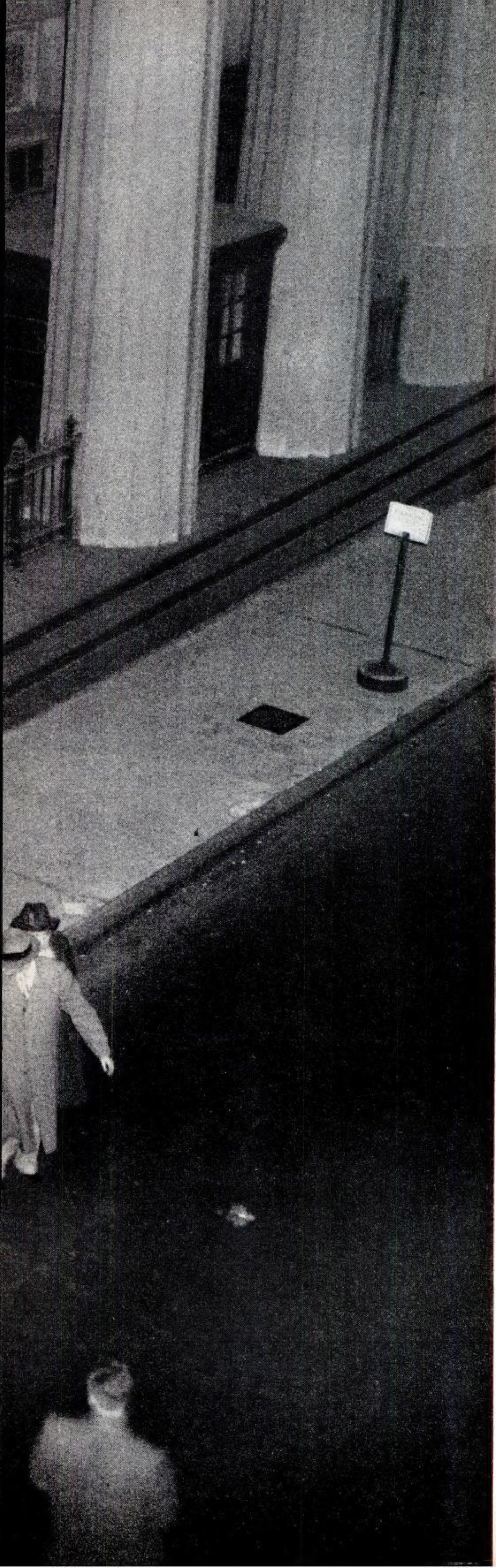
A BIG BANK MERGER . . .

For the workman above the merger of two great New York banks last week posed no great problem. By simply adding First to a sign on the National City Bank (\$5.6 billion deposits) he made official something stockholders at First National (\$557 million deposits) had already voted to do—to sell out for \$165 million and become part of a new First National City Bank. Mainly a "bankers' bank" which once accepted no accounts under \$200,000, First National had come to realize it was many little depositors who really paid off. But First National's seven transplanted vice presidents stuck to one tradition. They went right on keeping their hats on their desks (*below*), something the 77 National City V.P.s never do.



OLD CUSTOM among vice presidents of perching fedoras on desks to show they are present for duty was later continued by James M. Nicely of First National.

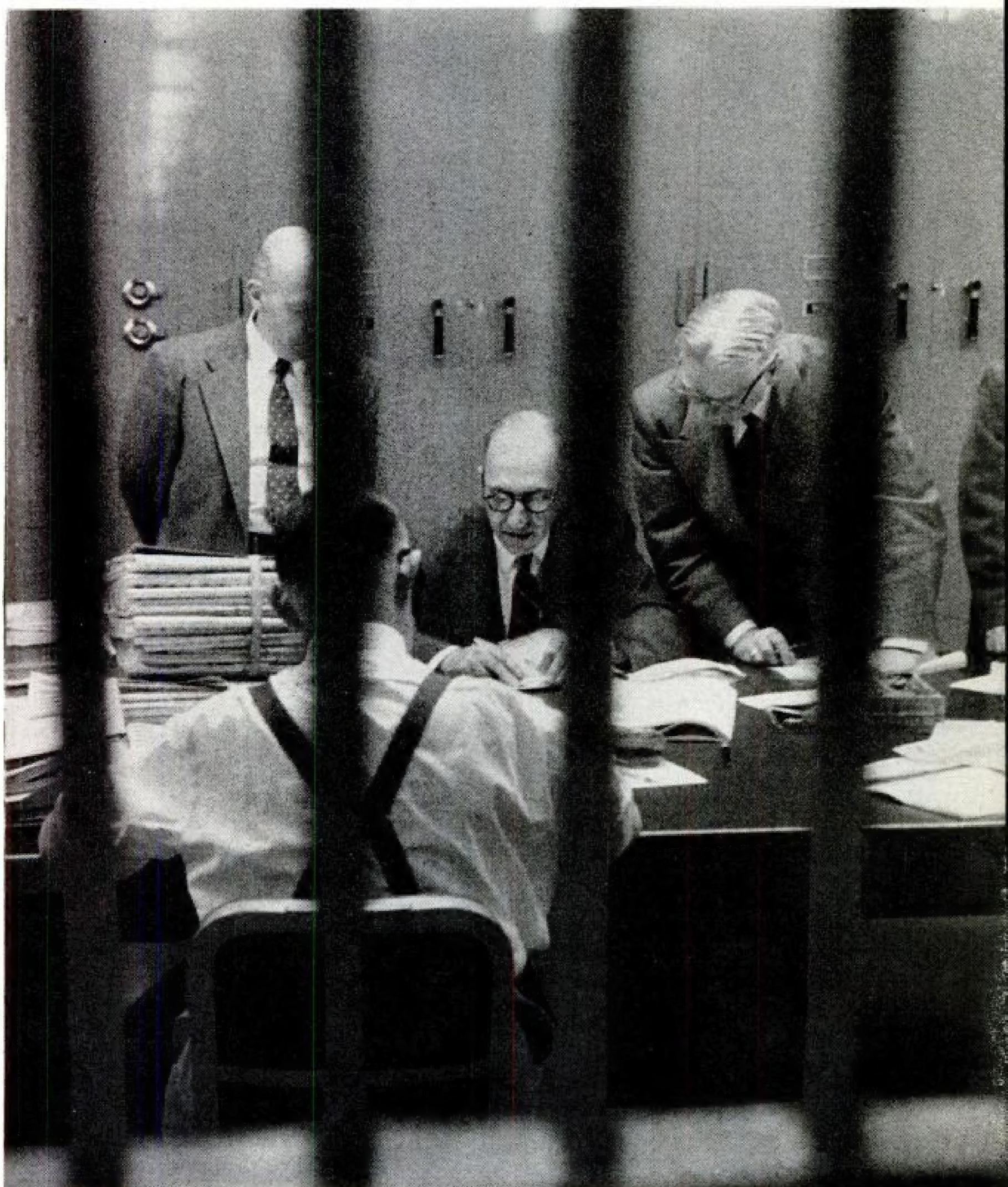




WALL STREET WEDDING was announced by cartoon on blotters sent to all branches. Bank was named for Civil War Secretary of Treasury, Salmon P. Chase.

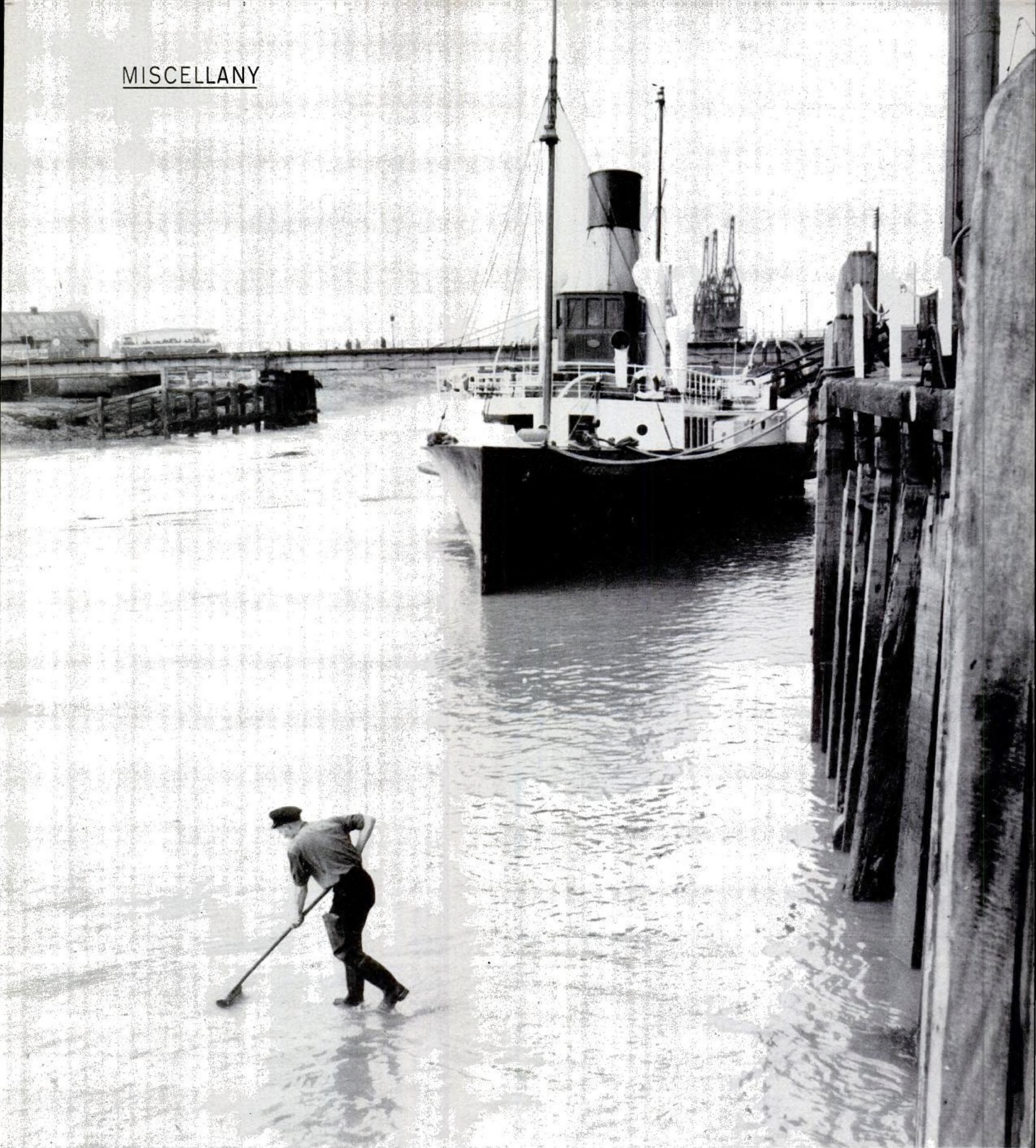
... AND A BIGGER ONE

Armed guards trundling heavy wicker baskets (*left*) containing some billion dollars of securities and cash between two New York City banks last week signified an even bigger merger. In fact the marriage of 78-year-old Chase (\$5.3 billion deposits) with 156-year-old Bank of the Manhattan Co. (\$1.4 billion deposits), whose charter was drawn up by Aaron Burr, was the biggest merger in U.S. banking history. It enabled the new Chase Manhattan bank to virtually blanket metropolitan New York with 85 branches and become the second biggest bank in the U.S., next to California's Bank of America. This is part of a general U.S. trend. In the last year some 200 banks over the country have absorbed their competitors.



BEHIND BARS in Chase main vault, \$105 million of Manhattan's bond portfolio is checked in. It took three days to redistribute new bank's cash and securities.

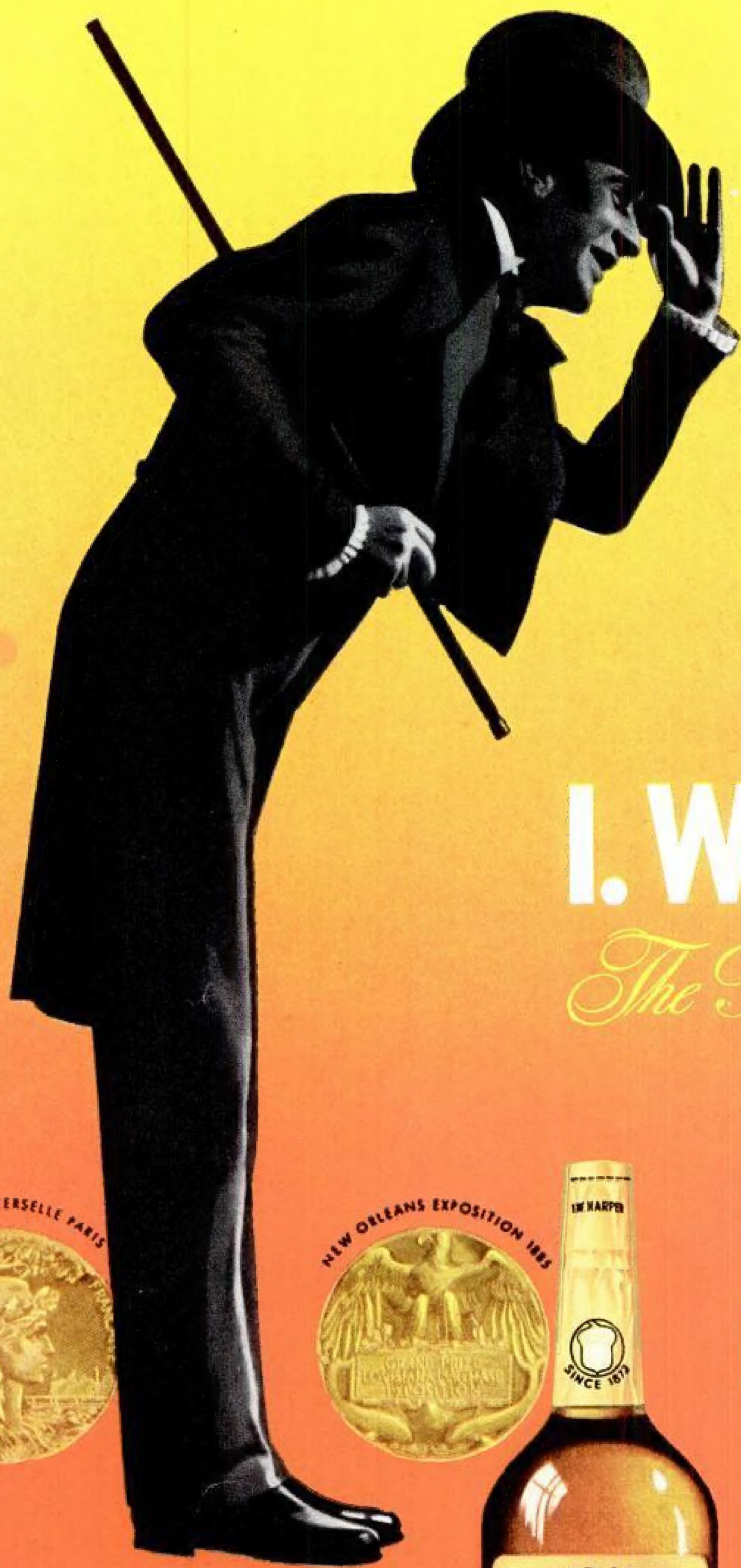
← **ON STREET BLOCKED OFF AT NIGHT, GUARDS HAUL SECURITIES TO CHASE**



BRITON SWABS THE WAVES

Daily in Newhaven harbor, Sussex, a man sweeps the English Channel while walking on water. It looks silly because, as everyone knows, wet surfaces gather no dust. But the man, Raymond Stevens, is so deeply interested in his work that he is occasionally

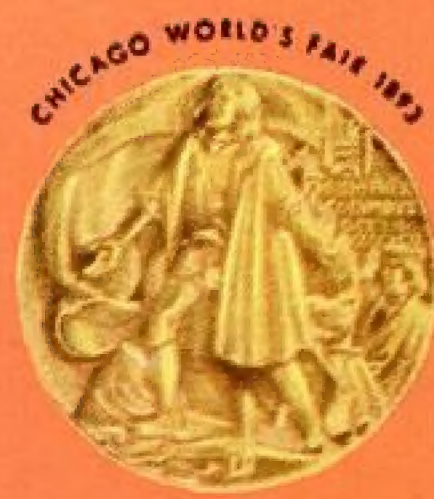
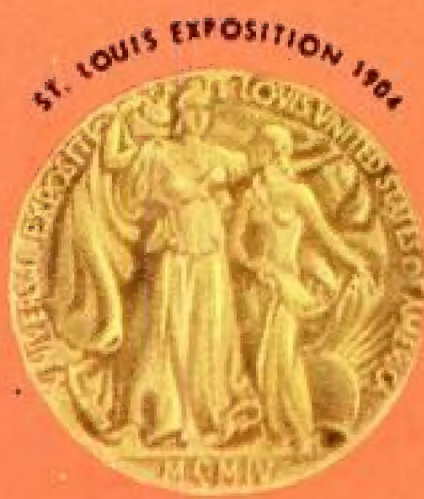
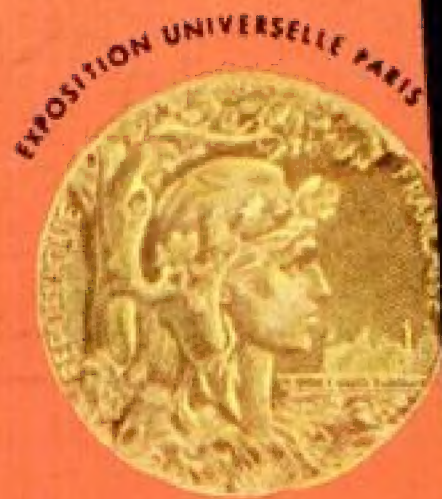
immersed in it. He works in a dry dock, sweeping off the slime that gathers on the timbers of the dry-dock cradle. He works mostly when the tide is out and the timbers are above surface but, to get done, he has to start when water still covers the cradle.



...it's always
a pleasure

I.W. HARPER

The Gold Medal Whiskey since 1872



Live better today
than ever before with

THE *Prized* BOTTLED IN BOND
KENTUCKY STRAIGHT *Bourbon*

BOTTLED IN BOND UNDER SUPERVISION U.S. GOVERNMENT • 100 PROOF • I. W. HARPER DISTILLING CO., LOUISVILLE, KENTUCKY

*Light up a Lucky...
it's light-up time!*

WHEN THE MOVIE'S OVER . . . what's the first thing you do? If you're a smoker, you light up. If you're a smoker who really wants to *enjoy* a cigarette, you light up a Lucky! The reason is as simple as boy-meets-girl: a Lucky *tastes* better. You see, Lucky Strike means fine tobacco. Then, this fine tobacco is toasted to taste better. "It's Toasted" — the famous Lucky Strike process — tones up Luckies' light, mild, good-tasting tobacco to make it taste even better . . . cleaner, fresher, smoother. So, why settle for less than a Lucky? Whenever you light up, enjoy the better-tasting cigarette . . . Lucky Strike.

"IT'S TOASTED"
to taste better!

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

LUCKIES TASTE BETTER - Cleaner, Fresher, Smoother!

© A. T. Co. PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES